

OCT 4 1928

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIV

NEW YORK, SEPTEMBER 29, 1928

No. 13

Edith Wharton's "The Children"
[\$2.50] is being carried to a record

breaking sale on the waves of
popular success, and Joseph C.

Lincoln's "Silas Bradford's Boy"
[\$2.00], published yesterday, has

every sail set for outdistancing
previous Lincoln best-sellers.

These are Appleton Books.

Two STOKES Books
for Your Discriminating Readers—

FRANZ SCHUBERT

The Man and His Circle

By NEWMAN FLOWER

Author of "George Frederick Handel," etc.

The centenary of Schubert's death in November makes this authoritative, intimate life-story of the great Austrian composer—published October 25—particularly timely. Music festivals, lectures, etc., will be held in New York and doubtless throughout the country. As a result of two years' intensive research on the continent, this book presents an invaluable mass of new letters—including the greatest find of all, the "Luib correspondence," until now kept secret by the government—private diaries of Schubert's friends, etc. It is certain to remain the standard work in English for many years. *Notably illustrated from photographs.* \$5

UNDERSTANDING SPAIN

By CLAYTON SEDGWICK COOPER

Author of "Understanding Italy," etc.

A fine, first-hand study and interpretation of present-day Spain—the characteristics of her people; her melancholy and historic beauty; her natural resources, her press and her politics; her play life and her home life; her rural life, the tendencies of her cities, etc. The author has travelled widely in many countries. \$2.50 *Publication: October 11.*

We Point With Pride to TRIPLETS

on the Best Seller List!

THE STRANGE CASE OF MISS ANNIE SPRAGG

By LOUIS BROMFIELD

(Leading the last Brentano list.)

BROOK EVANS

By SUSAN GLASPELL

BEAU IDEAL

By P. C. WREN

443 4th Avenue

FREDERICK A. STOKES COMPANY

New York

For October 11th!

CARL SANDBURG'S

Carl Sandburg salutes America again, with a new volume of poems, his first in six years. Some are long, some are short, but only Carl Sandburg could have written any of them. (Harcourt, Brace and Company) \$3.00

GOOD MORNING, AMERICA



Biography

ABRAHAM LINCOLN, 1809-1858
by Albert J. Beveridge. 2 vols., illus.,
\$12.50

History

THE INTIMATE PAPERS OF COLONEL
HOUSE. Vol. III, Into the World War. Vol.
IV, The Ending of the War. Illus. \$10.00

Memoirs

THE TRAINING OF AN AMERICAN, the Earlier Life
and Letters of Walter Hines Page. By Burton J. Hendricks.
Illus. \$5.00

Translation

THE WANDERER (LE GRAND MEAUL-
NES), by Alain Fournier, with an Introduction
by Havelock Ellis. \$2.50

Romance

THE HOUNDS OF GOD, by Rafael
Sabatini, with a jacket in color by
Brett. \$2.50

Juvenile

THE FARM TWINS.
By Lucy Fitch Perkins.
Illus. \$1.75

Great Books
Of The
Year



From
the List
of

Houghton
Mifflin Co.

TO THE TRADE:—

This book seemed to us so important and so timely that we put it through our presses in two days. (Mss. received Sept. 11, bound book Sept. 13). We have priced it at 75 cents for a popular sale. It is not a campaign biography but an intimate study of an outstanding American. . . . HOUGHTON MIFFLIN CO.

THE HAPPY WARRIOR

Alfred E. Smith

A Study of a Public Servant

Franklin D. Roosevelt

Headed for a Big and Lasting Sale!

[Appearing on the Best Seller Lists
in almost all Large American Cities]

DESTINY BAY

BY DONN BYRNE

In Its Second Large Printing Already!

AND WHY SHOULDN'T IT SELL?

Glance at These! - - -

"'Destiny Bay' appeals to me as one of Donn Byrne's best books."—*The New York Herald Tribune*.

"Charming as his other stories may be, they can none of them come up to the delight of his latest."—*Boston Transcript*.

"Donn Byrne drives one to superlatives, for his style is a joy."—*New York Times*.

"Such a book as 'Destiny Bay' marks the richness and height of an author's powers. Donn Byrne never wrote better than in this book."—*Cleveland Plain Dealer*.

"In 'Destiny Bay' we see Donn Byrne at his best, writing about the things he loved most of all."—*The Saturday Review of Literature*.

"Has all the magic of his chief works, 'The Wind Bloweth', 'Blind Raftery', 'Messer Marco Polo'."—*The Detroit News*.

"'Destiny Bay' is to be classed with his best."—*The Boston Herald*.

"Comes very close to being the outstanding story by Donn Byrne—you will count it high, if not the highest."—*Washington Star*.

350 pages, \$2.50

Boston

LITTLE, BROWN & COMPANY

Publishers

from THE INNER SANCTUM of SIMON AND SCHUSTER

Publishers • • 37 West 57th Street • • New York



The Inner Sanctum regards the various functions of publishing in the following order of importance:

1. Editorial work (Securing and choosing manuscripts)
2. Manufacturing
3. Advertising and Publicity
4. Selling
5. Accounting and Administration



Today we have some news on Department No. 2—Manufacturing.



When Your Correspondent was in Vienna this summer he met the head of the Manufacturing Department of *Paul Zsolnay Verlag*, HERR ANDOR BRAUN. For a year previous to this *The Inner Sanctum* had been corresponding with ZSOLNAY and BRAUN in an endeavor to arrange for his joining us over here. This summer arrangements were made, and HERR BRAUN arrived last week.



The Inner Sanctum does not propose to start a revolution in book formats. HERR BRAUN (from now on we shall call him Mister) will begin introducing some of the Viennese methods of book design and production, and we shall wait and see how they are received.



While Your Correspondent has been in charge of Manufacturing, he will not altogether relinquish the job. But to be relieved of some of the details will mean more time for Editorial, Advertising and Selling work, and also a day off now and then, and a good thing, too.



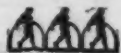
Please note the manufacturing job on *The Twilight of the American Mind* by WALTER B. PITKIN. The jacket was fashioned on the design of our fall catalogue. It is almost good, but a few minor changes will be made on the second printing—which according to advance indications should be forthcoming shortly.



The Inner Sanctum was particularly pleased with the appearance of *The Friend of Jesus*. This is said with an air of gratefulness rather than smugness. No matter how carefully a book is designed, the appearance of that first copy that arrives from the bindery is 75% a Thing of Destiny.



Bambi, for instance, would have been a better looking book, had the green stripe on the jacket been a shade lighter.



The jacket on *Show Girl* came out even better than we had anticipated.



One of the unnoticed advantages of a successful book (that goes into further printings) is that small mistakes can be corrected. The new jacket for *Bambi* will be improved. Booksellers probably noticed the improvements on the *Story of Philosophy* that came with almost each printing. *Show Girl* we haven't changed at all, except to add a narrow orange band containing some of the reviews. It snaps up the jacket physically, and the reviews quoted make the book even easier to sell than before.



Now back to the Sales Department:



This is written a few days before the publication of *Theresa* by ARTHUR SCHNITZLER. The first edition of 4,000 copies is already sold out. Although we have not tried for a large advance sale, this is 25% greater than the advance on any other Schnitzler book we have published.



The reason for this is possibly because *Theresa* is the first full length novel of Schnitzler to appear in fifteen years.



The total sales to date on other Schnitzler titles are:

<i>Daybreak</i>	7,235
<i>Rhapsody</i>	8,205
<i>None But The Brave</i>	4,117
<i>Beatrice</i>	7,825
<i>Fraulein Else</i>	11,749



This is probably much less than has generally been supposed. But small as they are, *The Inner Sanctum* is proud of the figures. They represent a steady, year in and year out interest in a great author.



We feel that very possibly *Theresa* may do much better than any of the predecessors. If so, then the rather extensive advertising we have done for his other books will have been justified.

ESSANDESS.

OCTOBER BOOKS of the MONTH

*The Dutton Book of the Month
for October*



THE AMERICAN OMEN

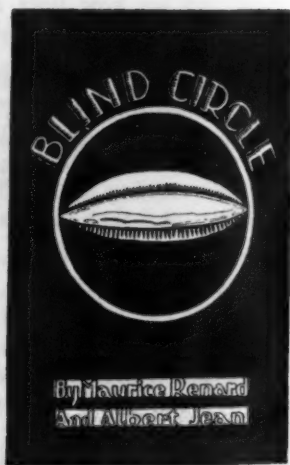
by
Garet Garrett

A book on America for Americans! America's World Supremacy—How did she achieve it? Mr. Garrett in his illuminating book holding the reader spellbound to the last page, answers this question which has so baffled all the nations of the world. This study is a brilliant contribution to modern Americana. \$2.50

The Dutton Mystery for October

BLIND CIRCLE

by
**Maurice Renard
&
Albert Jean**



Even stranger than the tales of Poe is this macabre mystery that baffles the intellect and confounds the reason. Futuristic and modern in design as this pseudo-scientific theme transports you into the realm of mystery and horror. \$2.00

E. P. DUTTON & CO., INC., PUBLISHERS

LEADERS FOR OCTOBER

Favorite Jokes of Famous People

Frank Ernest Nicholson



100 famous people, as Constance Talmadge and Lindbergh, tell their favorite jokes in this unique, side-splitting book, to which Mr. Nicholson has added 100 clever cartoons making an altogether delightful pot-pourri. \$3.00

Prophet and Fool

Louis Golding

The author of "The Miracle Boy" "swings his sword against the bare bleak brows of granite" in a moving and vigorous volume suggestive of the war-time Rupert Brooke. \$2.00

Limited edition, autographed. \$5.00

A Christmas Book

D. B. Wyndham Lewis
Author of "Francois Villon"

Old songs, noëls, tales, Christmas recipes, bits of history—everything that has to do with the Feast of Christmas Proper—are wrought here into a tempting anthology as queer as it is delightful. \$3.00

Home

Kathleen Norris

In the light of her own hearthfire, Kathleen Norris has written this radiant little book which contrasts and sanely considers the mechanized modern apartment home and the happy beehive home of the last century. \$1.00

Love

William Lyon Phelps

This companion-volume to "Happiness" in a gift binding carries between its covers Professor Phelps' friendly philosophy and warm religion. A mellow interpretation of the function of love in modern life. \$1.00

Limited edition.

Oscar Wilde's The Ballad of Reading Gaol

Illus. By JOHN VASSOS



The illustrator of "Salome," chosen as one of the 50 best illustrated books of 1927 by the American Institute of Graphic Arts, has done even a more magnificent piece of work for Wilde's great poem. \$3.50. \$10.00

My Studio Window

Marietta Minnigerode Andrews



The author of "Memoirs of a Poor Relation" gives flavor to these reminiscences of life in a Washington studio, glimpses of the odd significant incidents and multicolored personalities of the Capital. Illustrated with silhouettes. \$5.00

Slaves of the Sun

Ferdinand Ossendowski

The author of "Beasts, Men and Gods" writes a new travel book ablaze with the white tropic sunshine which embraces and enslaves Africa's teeming millions of black men and white. \$3.00

The Intruder

Vicente Blasco-Ibanez

Chiselled with Ibanez's direct and powerful hand is this challenging novel of conflict in a Biscayan mining town, where from the rock of realism are hewn parvenu, socialist and wretched miner. \$2.50

E. P. DUTTON & CO., INC., PUBLISHERS

IMMEDIATE PRAISE

Is there any surer sign of a big sale?

Here's the Record:
Published Sept. 6.
Hailed as a fascinating and outstanding book by the following:

New York Times:
September 16

"A good history, one will find plenty in it to excite his interest and stimulate his reflective powers."—*Charles Willis Thompson.*

New York Sun:
September 15

"Seldes has a pretty wit. His book contains an extraordinary gallery of personal portraits."—*H. W. Boynton.*

New York World:
September 18

"A tremendously interesting history in a spirited manner. The book makes fascinating reading."—*Harry Hansen.*

Philadelphia Ledger:
September 10

"Quick and exciting, for all the extent and thoroughness of the examination."—*Walter Yust.*

Boston Transcript:
September 15

"He writes with fascination and wisdom. Mr. Seldes succeeds magnificently."—*Karl Schriftgiesser.*

Cleveland Plain Dealer:
September 19

"A remarkable, thoughtful and supremely fascinating book."—*Ted Robinson.*

Hartford Courant:
September 19

"He coins epigrams, sentences which actually plead to be quoted . . . will be read with delight."

Brooklyn Standard Times:
September 8

"A sobering story. An invaluable text-book."—*Charles L. Mulligan.*

San Francisco News:
September 8

"A magnificent work; a social study . . . superbly entertaining."

San Francisco Bulletin:
September 8

"A systematic study not solely an exposure."—*George Douglas.*

New Republic:
September 19

"The quality of the American experiments which Mr. Seldes brings out is their picturesqueness . . . and exceptionally interesting he has made them in the telling."—*Robert Morss Lovett.*

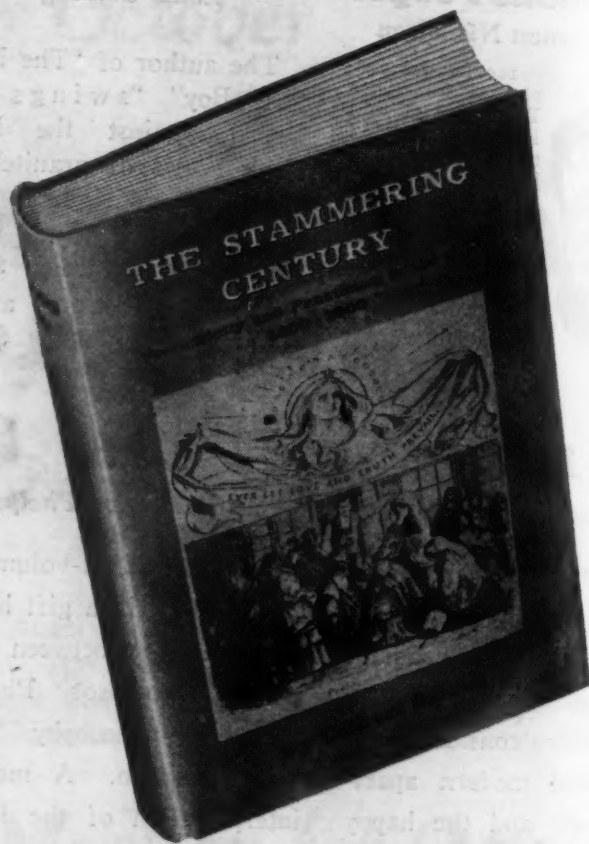
New Yorker:
September 15

"A fascinating review . . . with wealth of material."

Everett Dean Martin:

"One of the best books about American life I have ever read, thoroughly sound . . . written in a spirit of fairness and with an understanding quite unusual."

Illustrated. \$5.00



THE JOHN DAY COMPANY

September 29, 1928

01309

For the first time, a deluxe illustrated edition of Oscar Wilde's world-famous classic, **THE BALLAD OF READING GAOL**, is published today. It is illustrated with 25 full-page mezzotints and 15 decorations by **LYND WARD**, and it will surely create a sensation among illustrated books. Critics will hail a new artist of genius.



Oscar Wilde's **THE BALLAD OF READING GAOL** is hand-set in our edition in Blado italic type, printed on Aurelian rag paper by The Marchbanks Press, and bound in wood veneer! The price is only \$4. You can safely recommend it as the most satisfactory gift book of the season. Stock and circulars may be had from **MACY-MASIUS: The Vanguard Press · 100 Fifth Ave., N.Y.**

It is high time that the general reader learn how delicious Mr. Nathan's caviar can be. *The Bishop's Wife* has beauty, charm, wit, and wisdom.

Grace Frank in Saturday Review of Literature



A sparkling jewel.

Bruce Gould in N. Y. Evening Post



Tender, subtle, unpretentious . . . inimitable when writing about children.

N. Y. Times



One of the finest talents in contemporary American fiction . . . will be read and reread with delight.

Herschell Brickell in N. Y. Herald Tribune

The Bishop's by Robert Nathan Wife

Bobbs-Merrill

\$2.00

BEST SELLER *in* ENGLAND

This Side Idolatry

by

C. E. BECHHOFFER ROBERTS

A Novel Based on the Life of Charles Dickens

Truly a masterful performance.

Richard Burton

Will be read with breathless interest and
chortling amusement.

N. Y. Herald Tribune

Most skilful and fascinating biography
that I ever read.

Henshaw Ward

Has rescued Charles Dickens from the
vagueness of sentimentality and brought
him to vigorous life, as a faulty, egotis-
tical human being, yet not a whit less
lovable.

Mazo de La Roche

An enthralling book.

Meredith Nicholson

Bobbs-Merrill

\$2.50

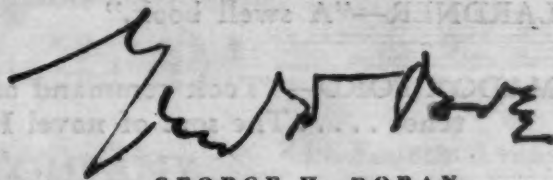


O

VER a period of rapidly increasing appreciation Aldous Huxley has won his way to a first place among the important writers of his day.

His new book **POINT COUNTER POINT** immediately takes rank with Arnold Bennett's *Old Wives' Tale* and Somerset Maugham's *Of Human Bondage*—and with greater possibilities of popularity.

It is a Literary Guild selection—the first and second printings totalling 75,000 copies. I cannot too strongly commend this superb novel.



GEORGE H. DORAN

Coming Oct. 11th

Price \$2.50

A COMING WINNER

COWARD·McCANN

INCORPORATED

Publishers

425 FOURTH AVENUE NEW YORK

Telephone Lexington 8102, 8103

CABLE ADDRESS:—COWMACAN

To

Mr. Buyer,
Every Book Store,
Everywhere, U. S. A.

Dear Mr. Buyer:

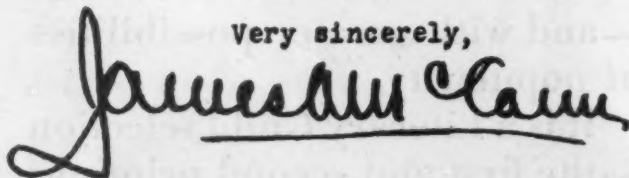
After 25 years in the Publishing game, one learns to spot a sure seller. Every now and then—I wish with you it were more often—certain signs appear almost infallible as prophecies of success.

These signs point to
Nothing Is Sacred
by Josephine Herbst

From my experience I warn you that here is a sure fire seller. Two big buyers assure us of its success.

You will have to order eventually. Order now and have stock, and get your discounts. We will back you with unusual advertising and promotion.

Very sincerely,



RING LARDNER—"A swell book."

FORD MADDOX FORD—"Took command of my intelligence with its first sentence The sort of novel I want to see make its mark."

ERNEST HEMINGWAY—"A fine book by an honest writer, and it is the honest writers who are great writers when all the so-called 'great' writers are dead."

Just Published!

GOVERNOR SMITH'S AMERICAN CATHOLICISM

by CHARLES C. MARSHALL

author of "The Roman Catholic Church in the Modern State"

including

Mr. Marshall's Atlantic Monthly Letter and his Rejoinder to Governor Smith's reply.

Q A notable consideration of Governor Smith's Letter, "Catholic and Patriot," in the Atlantic Monthly, May, 1927, now reprinted and circulated in the Presidential campaign as one of his State Papers.

Q The famous Letter is considered in its relation to Roman Catholic developments both in the United States and in Europe, and recognized as a bold declaration of independent personal convictions of great significance and importance.

Q The recent Act of the N. Y. Legislature incorporating the Roman Catholic Archbishopric of New York is set forth, and its effect in vesting the vast properties of the Archdiocese, free of taxation, in trustees appointed by the Pope is examined.

Q The opinion and comment of French journalism is presented, connecting the sentiments of the Letter in historic setting and sequence with *Action Francaise* in France.

"American" Catholicism and Roman Catholicism are shown in sharp antithesis and the necessity of their reconciliation indicated.

Cloth bound \$1.00

DODD, MEAD AND COMPANY

**449 Fourth Avenue
New York**

Not only news but Good News!



Published
Oct. 5th

Price
\$2.00

WILD HORSE MESA

By Zane Grey

*Author of "Nevada," "Forlorn River," "The Thundering Herd,"
"Riders of the Purple Sage" and a score of other novels that have
made sensational hits.*

Here is the story of the open West when herds of wild horses roamed the wind-swept mesas and the only law was the sudden spurt of a six-shooter. You'll get the thrill of your life in this, Zane Grey's great story of wild horse hunts, rousing fights and vivid romance.

Prepare for your biggest fall sale and write today for additional copies of WILD HORSE MESA. The publishers will be glad to furnish imprinted cards, and advertising mats to tie up with their great national advertising on this new book.

HARPER & BROTHERS, 49 East 33rd St., New York City

It seems to me,
says EDNA FERBER
that anyone who has ever
read a book,
written a book,
published a book,
or sold a book,
will want to read

To the Pure . . .

A STUDY OF OBSCENITY AND THE CENSOR

by MORRIS L. ERNST and WILLIAM SEAGLE

Two lawyers have stated the case against censorship in this frank and startling volume. Two men have shown the truth of Mayor Walker's statement that "I've never yet heard of a girl being ruined by a book." Two authors have written one of the liveliest and most popular indictments of a social system that has been penned in many a day. Without exaggeration or bias the facts are laid before the reader so convincingly that William Allen White says: "In every future discussion of the subject of literary obscenity, *To the Pure* must be not only a source but an authority." *Imprinted circulars on request.*

To be published October 8th. \$3.00

30 Irving Place THE VIKING PRESS New York City

Strange Fugitive

by Morley Callaghan

"Those who liked the Ernest Hemingway of 'The Sun Also Rises' and 'The Killers' should find equal pleasure in Morley Callaghan's 'Strange Fugitive.' . . . For, even though there are subtle differences in style and mental attitude between Hemingway and Callaghan, the two have much the same reader appeal. . . . Beyond doubt Callaghan must be accorded consideration in any serious reckoning of con-

temporary novelists. He has mastered the hard, compact style which makes his story such swift, clean reading. . . . In his chosen field, within the boundaries which his temperament or philosophy of writing has set for him, Callaghan's execution is superb. . . . To read him is to become aware of what the best of the protesting younger writers are attempting."
—Bruce Gould in the *New York Evening Post*.

Strange Fugitive

by Morley Callaghan

4th Printing

▲ \$2.50 ▲

Scribner

Ancient Adages No. 1

Iulius Bibulus once wrote to his publisher: *Know ye that there are not in the whole Empire two thousand men of intelligence; nay, not one thousand? Therefore advertise not, lest books fall into the hands of those who will not understand them.*

Iulius would not have approved the extensive advertising campaigns prepared to support these three potential best sellers which Alfred A. Knopf will publish October 12.

MY BROTHER JONATHAN by Francis Brett Young. A novel which ranks with this author's *Love is Enough*. Certain to be a great popular success. **\$3.00**

JESUS THE SON OF MAN by Kahlil Gibran. Eagerly awaited by the tens of thousands who have read *The Prophet*. **\$3.50**

REUBENI: PRINCE OF THE JEWS by Max Brod. There is a large and eager audience ready to purchase this great novel which gives a vivid glimpse of an important period of Jewish history. **\$3.00**

Alfred A. Knopf, Publisher, 730 Fifth Ave., N. Y.

Angel Child

By
Grace Perkins

"Swelliest story of stage life I have ever read." — Bide Dudley, N. Y. Eve. World.

"I am sorry for anyone who does not enjoy ANGEL CHILD. But I don't think that person is born."

W. ORTON TEWSON

"I prophesy that the first edition will have disappeared from the bookstalls before a week has passed." — Nat. J. Ferber, N. Y. American.

And the "Attic Salt Shaker," adds: "Not many works of fiction coming under the classification of 'entertaining, amusing, and interesting' stand up under the test of reading aloud. *Angel Child* came out of that test with flying colors."

Published September 26, New York exhausts the 1st Printing before publication, and predicts it will be the Season's Success.

Second Printing on the press. All orders for 4 or 5 days prior to publication went on the "Out of Stock" hook.

Michael Gross display and imprinted post cards ready next week if you want them.

\$2.00

RAE D. HENKLE CO.

New York

The Great Circus Novel

BY THE AUTHOR OF "JOANNA"

HERE COMES THE BANDWAGON

By H. L. GATES

Can you picture it? Bands playing, flags flying, bareback riders performing in mid-air! The most vivid dramatic

novel of the American circus ever written! Replete with love, romance, thrills—and tingling with action. \$2.00



TRACERIES

By OLIVE WADSLEY

Author of "Fair Game," "The Flame," etc.

The startling story of a young woman who at eighteen falls in love with a man and then leaves him — only to meet him again ten years later and again fall under his spell and power.

\$2.00

DODD, MEAD AND COMPANY

449 Fourth Ave., New York

215 Victoria St., Toronto

A
Guide to Literature



THE *Bookman's Manual* by Bessie Graham is a convenient guide to book knowledge—facts about authors, editions, classifications, etc.—prepared especially for those engaged in bookselling or book circulation. Full of the kind of information every book lover wants in accessible form.

New Revised Edition

Thick 8vo, cloth, \$4.00

Address the office of
The Publishers' Weekly

First Printing 50,000

SILVER SLIPPERS

TEMPLE BAILEY

An intense love story

\$2.00

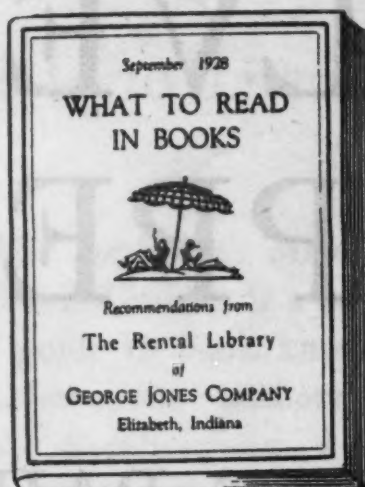
Publication Date—October 12th

THE PENN PUBLISHING
COMPANY - PHILADELPHIA

Canadian Agents
THE COPP CLARK CO., Limited,
Toronto

For Rental Library and Circulating Library Departments of
Retail Bookshops—a New, Attractive Monthly Booklist

WHAT TO READ IN BOOKS



A 16 page booklet containing a descriptive list of 32 selected new books, mainly fiction, and a check-list of other popular books, intended for distribution by Rental Libraries to their membership to stimulate more book reading. Handsomely printed and illustrated.

Imprint Quantity Rates

100	copies	2.00	per	month
200	"	3.80	"	"
300	"	5.40	"	"
400	"	7.00	"	"
500	"	8.50	"	"
600	"	9.90	"	"
700	"	11.20	"	"
800	"	12.40	"	"
900	"	13.50	"	"
1000	"	14.50	"	"

R. R. BOWKER CO., 62 West 45th St., New York

HL HL

MAN the MIRACLE MAKER

*the story of
inventions*

HENDRIK VAN LOON



A BOOK for boys and girls which has de-
lighted and instructed adults who have
read the manuscript.

Van Loon's original thesis is that inventions
are extensions of human faculties devised by
human ingenuity—clothes, for instance, are a re-
inforcement of the skin—tools, a reinforcement
of hands—wheels, a reinforcement of feet—mi-
croscopes and telescopes, a reinforcement of
eyes—etc.

The result is a book so thought provoking in
its content and yet so simple in its exposition,
that young and old will be grateful for the
knowledge and pleasure it gives them.

With 175 illustrations by the author, includ-
ing eight in full color, bound uniformly with
The Story of Mankind.

To be published November 15th at \$5.00.

HORACE LIVERIGHT N.Y.
GOOD BOOKS

A new full-length Dr. Thorndyke detective story

AS A THIEF IN THE NIGHT

"When in
doubt stick to
Dr. Thorn-
dyke!"

—Christopher
Morley



"His books belong
to the intellectual-
ly aristocratic class
of the detective
novel."

—Edmond Pearson

By R. AUSTIN FREEMAN

Dealer's note: A new Dr. Thorndyke poster, size 11 x 14 and a biographical booklet about R. Austin Freeman are now available. Write for them, the latter in quantity if you wish. \$2.00

THE LOST FIGHT

A new novel by
the author of
"The Unhurrying
Chase."

STARK realism and veritable details of life as it must have been lived seven centuries ago, at the time of the Sixth Crusade — offset by the glamour of knight-hood in full flower, the loveliness of fair women and the stirring action of fighting men. \$2.50

By H. F. M. PRESCOTT

DODD, MEAD AND COMPANY, 449 Fourth Ave., New York 215 Victoria St., Toronto

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 29, 1928

Bookshops—How to Run Them

Ruth Brown Park

In Collaboration with the Staff of Doubleday, Doran Book Shops, Inc.

CHAPTER VI

Notes on Selling

Suggested by G. R. TURNER

St. Louis Bookseller

THESE ten condensed points on selling were so well put that, altho most of them have been covered somewhere in this book, it seemed a good idea to print them here:

After the stock has been bought, there comes the problem of how most quickly to dispose of the majority of it. No two shops anywhere in the country can utilize the same selling schemes, but there is a general procedure from month to month that can be adhered to by all bookshops. The following ten pointers apply and are sure to produce increased sales. These points involve every phase of bookselling psychology. They are not intended to be final, or entirely comprehensive, but on the whole they cover the field fairly well.

1. *Sell two (or more) books to the customer who comes in for one; i.e., sell one in addition to the one asked for.*

Almost every customer knows the title of the one book he comes in to get. Never let such a buyer go out without mentioning a group of titles related to the one asked for, and as far as possible, sell those additional titles. The type of book asked for suggests those to be further suggested.

2. *Substitute a book in stock for the one asked for not in stock.*

The casual book buyer usually knows only a title that has been recommended or that he has seen advertised. Often a better book on the same subject is on your shelves. In most cases a substitution can be effected without difficulty. It is impossible to carry every title in stock and always *preferable to sell what is in stock*. We are only too prone to say "We'll get it for you" rather than suggest a similar, and often better volume from stock. To get proper turnover we *must* sell what we have in stock. Of course, an unusually keen knowledge of the contents of your books is essential before substitution can be done *safely*.

3. *The plus sales.*

When the customer has practically finished his purchasing, suggest a *must have* book. Such an item should be small and *popularly priced*, altho any additional books sold to a customer who has finished is a plus sale. Usually the customer will say, "Oh, add it!" The plus item should be a popular book—one that is in great

demand, so that the sale does not seem to be forced, but natural.

4. *Use the power of suggestion to the utmost.*

Keep suggesting different titles until the customer is thru buying; don't let him rush off with one book.

Keep the customer in the shop as long as possible. People who say, "I'll come back when I have more time," don't mean it at all; that is merely an excuse for getting out without buying. Don't let customers wait until *next time*, sell them *this time*.

5. *Have a group of titles in each classification at your finger's end.*

Go right to them rather than grope for the first item handy. Don't hem and haw, but *know just what* to recommend. Nothing is more irritating to a customer than indecision and evident lack of confidence. A prepared list of recommendations will give you a surer footing and will impress your customer mightily.

6. *Show the highest priced item first if there are several editions of a book asked for.*

It is impossible to tell the size of a book buyer's pocketbook by his appearance. Moreover, in many cases the book wanted is for gift purposes. Then, too, a beautiful and expensive edition will so greatly appeal to the artistic senses that the sale is often made before the customer recovers from the shock. Many customers also are unaware of any but a regular cloth edition and will welcome a better copy. So boost your sales by selling a five- or ten-dollar edition rather than a two-dollar one.

7. *Formulate a slogan or a brief sales talk for each prominent title (i.e., those you have stacks of) and use it. Be sure to get one that works. But be careful to avoid the effect of a brightly colored parrot, spouting. Your sales talks should never appear studied. Instead, they should have fresh spontaneity.*

8. *Make yourself new customers.*

Suggest to new customers (as well as old ones) that they call again and ask for you by name. Suggest their letting you advise them regularly

about the new books in their line. Remember customer's faces, and this applies particularly to the new customers whom you are anxious to please—*call them by name* the next time they come in.

Nothing pleases a customer more than *personal attention*. Get on as intimate a plane as possible with your customer, without offence. To be really successful, every book clerk should have his personal following—a group that depends on his selections and comes back.

Every time you make a sale, make a *contact*. Contacts are invaluable in the retail trade, and you must strive for them. There can be nothing impersonal in a successful bookshop. Jot down the new customer's name and address—suggest that he open an account and be put on the mailing list. Remember the new customer's likes and dislikes. Chat long enough to get these.

9. *Use the telephone.*

When a new book comes in that you feel Mr. X would like to know about, call him up. He will appreciate your thinking of him and in most cases will buy.

Telephone use cannot be over-emphasized. On the other end of the wire the customer has little chance of saying "No." Very often he is so delightfully surprised that he says "Yes." A postcard is easily dropped in the basket, but you can't get away from a telephone call so easily.

10. *Don't waste time on non-buyers.*

One of every bookshop's greatest pests is the kindly chap who comes in to "talk books." These people can be a serious menace to business if you let them. They seldom buy, but, oh, how they can talk! Yet they have to be tolerated because they sometimes do open up and buy a book. But steer clear of them as a rule, when they are in a talking mood. They'll soon tell you if they want to buy anything.

By this I don't mean to cut short the person who has just finished buying and wants to "talk a little." This practice is bad, and one that you must guard against. Still, with other cus-

customers waiting for you, you can't afford to talk very long. Be tactful in this matter, and try to please both customers. But remember, many added sales can be made by avoiding as far as possible the "talker."

N. B. Always adopt the affirmative in

selling. Never say, "Will that be all?" Say, "Is there something else?" or "What else may I show you?" Call attention to other departments. If your customer is thru buying in your department suggest children's books or the books to be found in some other department.

A Great American Bookshelf

A Substitute for the Lack of a "Great American Novel"

Addison Hibbard

University of North Carolina

FOR a good many years no one has had the temerity seriously to mention "The Great American Novel." Not even the fly-by-night newspaper reviewers nor the publishers' blurb writers—the two tallest talkers in the book-publicity field—have so much as suggested that such a novel has appeared. For this much, at least, one must offer grateful thanks.

Nor is it the purpose of this paper to proclaim the advent of this miraculous book. The old arguments against the possibility of there ever being a "Great American Novel" still hold. America is too diversified with her New England hills and farms, her New York four million and four hundred, her middle-west prairies and cross-road villages, her southern cotton and tobacco fields, her far west movie towns and Rocky Mountains. Class distinctions marking off immigrants from Puritan, Babbits from intelligentsia, labor from capital, offer too wide a range for a novelist ever to include them all within the covers of a book. Even our short history of three or four hundred years shows so diverse interests in religion, culture, and governmental ideals as to preclude these varying attitudes from ever being harmonized in a single

group of characters. The range of America, physically, spiritually, industrially, geographically, is too great ever to develop sufficient unity thruout its parts to permit one writer in one novel to amalgamate the whole. So runs the usual argument. And

indeed so sound a thesis is it that one is convinced that should the time ever come when American unity is so general that the novelist can write this vaunted novel, then life itself will have become so colorless, so monotonously uniform, so lifeless, that there will be nothing about which to write. The "Great American Novel" when it

PROFESSOR HIBBARD attempts to state simply and plainly a plan for a series of American novels which, taken together, afford a pretty fair picture of American life and ideals since the settlement of America. On the thesis that "the Great American Novel" is an impossibility, he offers a "Great American Bookshelf" which may accomplish what theorists have somehow expected from a single novel. The idea is new and interesting.

is written will be an epitaph of civilization, not an epitome.

But—and this is my contention in this paper—if there can be no *one* novel which presents the American scene adequately, it may be possible to point to ten or twenty or thirty novels which, taken together, present American experience, thought, life, backgrounds, and ideals more or less completely. If, in other words, we cannot have a "Great American Novel" we can perhaps have a great American Bookshelf of novels.

Idle as the effort may be, I have drawn up the accompanying chart in an effort to

suggest such a bookshelf. And the purpose which I have kept in mind is simply to select representative novels which in one way or another serve to present the physical, spiritual, geographical, and industrial background manifested, hoping so to dovetail the books as somehow to build up a fairly complete structure, a fairly complete picture of the American scene past and present. (I must, however, deny any desire to emulate Dr. Eliot and nominate books which

will give one an education thru fifteen minutes of reading a day.) And bear in mind, please, that this is not another list of "best" books; it pretends to nothing more than the task of somehow presenting the manners and history and life of the United States as these phases are presented thru American novels. Should the exigencies of copyright and manufacture permit, possibly some time an American firm will venture the publication of such a series.

A List of Novels Suggestive of American Life at Different Periods and in Various Localities

<i>Novel</i>	<i>Author</i>	<i>Region</i>	<i>Class of People</i>	<i>Occupation</i>	<i>Approximate time</i>
SCARLET LETTER	Hawthorne	New England	Puritans	colonizers	1650
HUCKLEBERRY FINN	Twain	Mississippi	villagers	childhood	1850
LAST OF MOHICANS	Cooper	New York state	Indians and frontiersmen	settlers	1750
CALL OF THE WILD	London	Alaska	dog story	frontiersmen	1900
HONORABLE PETER STERLING	Ford	New York	middle class	politician	1890
RED BADGE OF COURAGE	Crane	Battle Fields	middle class	soldiers	1860
STORY OF A COUNTRY TOWN	Howe	Middle West	villagers	small town occupations	1880
MAIN-TRAVELLED ROADS	Garland	Middle West	pioneer	settlers	1860
MOBY DICK	Melville	The Sea	whalers	whaling	1840
THE OCTOPUS	Norris	California	ranchers	wheat-raising	1880
DRUMS	Boyd	N. Carolina	farmer-settlers	fighting	1776
HOOSIER SCHOOL-MASTER	Eggleston	Indiana	rural citizens	agriculture	1850
THE CRISIS	Churchill	L. Mississippi	soldiers and settlers	agriculture and fighting	1860
THE EUROPEANS	James	Boston	Boston society	social life	1870
THE GRANDISSIMES	Cable	Louisiana	Creoles	plantation life	1840
THE JUNGLE	Sinclair	Chicago	Immigrants	meat packers	1900
AMERICAN TRAGEDY	Dreiser	N. Y. State	middle class	factory foreman	1925
BABBITT	Lewis	Middle West	business men	real estate	1924
THE HARBOR	Poole	New York	laborers	labor	1915
PENROD	Tarkington	Middle West	youth	adolescence	1920
THE VIRGINIAN	Wister	Wyoming	middle class	cowboy	1880
UNCLE REMUS	Harris	Georgia	Negro	servant	1880
BLACK APRIL	Peterkin	So. Carolina	Negro	plantation Negroes	1926
LADY BALTIMORE	Wister	So. Carolina	Charleston Society	society	1900
A GOOD WOMAN	Bromfield	Ohio	Middle Class	woman in industry	1920

Such a list as this is, obviously, personal. No doubt readers will find many favorite and significant volumes omitted. Perhaps tomorrow I should insist on a few changes myself. But the fun of bringing together twenty-five titles on the basis of their representation of American life has been so attractive to me that I risk the tentative nature of such a selection for the sake of the argument it may bring forth. Every one, so far as I know—is at liberty to make such a list for himself.

From such a summary as this, granting that the books are even half-wisely chosen, something like a view of the American scene stands out. Regionally we have New England, the Mississippi, Alaska, the middle west, the various frontiers of the east, middle and far west, and the south; we have, too, something of American life at sea, life in such diverse cities as Chicago, San Francisco, New York, and Charleston, and in perhaps a third of the forty-eight states. It is not a unified country which we perceive, but flashes of different sections. It presents a panorama which more or less

adequately stands for the United States.

We catch, too, a suggestion of the class elements in America. Here are stories of Puritans and pioneers, of whaling and ranching, of Boston and Charleston society, of the villager and the city-man, of Creoles and whites and Indians and Negroes, of emigrants and laborers and soldiers. Here are episodes from the life of the cowboy, the factory foreman, the meat-packer, the plantation slave, the modern farm Negro, the politician, the colonizer, and the frontiersman. Here, too, are stories of adolescence and of old age.

And from the point of view of historical setting the list includes novels which show the spirit of the early colonizers in America, the Puritan point of view toward life; stories which speak for our wars of 1776 and of 1860, of the frontier settlement of the west and of modern industry and labor. Four centuries of American truculence and bigotry and idealism somehow emerge.

Here, at least in suggestion, is presented that entity which we call American life and the American spirit.

Books and the South

Howard Mumford Jones

The Bull's Head Bookshop, University of North Carolina

WHY the south, with its tradition of literary culture, does not buy books to a greater degree is one of the perennial puzzles of the booktrade. Publishers' representatives tell me that they have ceased to visit certain states in the late Confederacy, and they shake their heads over the rest of them. I do not know that there is any sovereign remedy for the situation; if I did, I would go into the book business; but there are one or two avenues of approach that seem to me to promise something.

The two great classes of southern whites, aside from the infiltration of northerners, represent opposite and contradictory attitudes. In the older centers of culture, books are not bought to any appreciable degree, they are inherited, and literature still means, not the production

of current volumes, but the stately sets of Scott and Dickens and Thackeray which adorn the shelves of many a southern home. The heirs of this tradition find little to interest them in the family library, and they are not yet conscious of the need of current literature.

But the great mass of southerners have almost no library at all. The Bible, a mail order catalog, and cheap current magazines represent the total literary interest in an astonishingly large number of southern homes. Nor are their owners particularly to blame. Bookstores are few, except in the largest centers. The small southern town, unlike the small New England town, either does not have a library or the library is old-fashioned in its methods of public appeal and crippled in its resources. As for the schools, there are

honorable exceptions, but astonishing tales are told of the attitude of principals and superintendents toward the necessity of a school library. Buying a book is still regarded in many southern counties as a sinful and eccentric waste.

These are familiar facts. The situation gradually grows better with the slow infiltration of ideas and the general rise in the level of southern prosperity. But the enterprising publisher does not want to wait a couple of generations to establish a southern branch house; he wants to know what can be done at present to get books into the south. Some publishers to whom I have talked have frankly given over the problem in despair; others would be glad to undertake a missionary campaign if they knew how to go about one.

It is my general impression that the public library in the south cannot be helpful to any greater degree than at present, barring a miraculous revolution in its ways of thinking. I have reference now, not to metropolitan centers, but to the average small city in the south. The library is often lacking; when found, it is usually inadequately housed, poorly equipped, and badly handicapped for lack of funds. The starvation wages too often paid have not proved attractive to enterprising students of library work; and the post of librarian is still a genteel refuge from poverty in dozens of institutions, requiring no great amount of training in public appeal. Finally, an extreme conservatism often marks the buying of new books: the moral question and the financial question stand primly in the way.

The problem is, therefore, to make the south book conscious to a greater degree than heretofore. One of the encouraging signs of the times is the multiplication of excellent book pages in southern newspapers. There are at least a round dozen of literary departments in such journals, edited with care, intelligence, and genuine love of the game. To list them all is impossible; the kind of page I have in mind is represented by Edwin Björkman in the *Asheville Times* or by John McGinnis in the *Dallas News* or by Donald Davidson in the *Nashville Tennessean*. On the whole I am convinced that the treatment of books in such vehicles is as good as that in more famous periodicals, and I know that the

reviews are fresher and better than those which regularly appear in one or two New York publications which publishers regularly quote. These pages are followed with interest and enthusiasm by a cultivated minority, and they are doing yeoman work in spreading the gospel of books.

They suffer under handicaps. There seems to be little difficulty in getting review copies. But publishers do not advertise in southern newspapers to any appreciable extent, and the newspaper owner, to whom advertising is the breath of his nostrils, comes, by and by, to question the advisability of devoting a whole page to a department which brings in no immediate revenue. Hence, together with the tendency to increase book pages, there is the counter-tendency to drop them for financial reasons.

The burden of advertising on national publishers is heavy enough, I know, but if they are genuinely interested in selling books to the south, it seems to me long run economy to begin supporting southern book pages by advertising. For a period of months and years this will seem like a total loss, but I believe it will pay in the long run—pay not only in the increase of confidence given newspaper owner and editor, but also in the actual number of sales.

In the second place it seems to me stupid for national publishers to confine extracts from reviews for advertising purposes to the New York mediums. No part of a publisher's blurb is more clumsily handled than this. The search seems to be for a favorable phrase. But the opinion of such a critic as Edwin Björkman or of the book page which he edits seems to me much more worth while than some chance paragraph in a crowded New York book column, and the same is true for a respectable number of southern critics. Yet one searches national advertising in vain for such excerpts. The result for the southern critic is deadening; he feels that he writes only for his little circle and that his efforts to treat books intelligently are mainly ignored by New York. The south is regionally proud; these critics have their followings; and a more intelligent use of their book reviews would, it seems to me, help to increase southern interest in book-buying, for the simple reason that when it is felt that so-and-so's reviews "count"

in New York, they will "count" more heavily where they are written.

A second main appeal can be made thru the colleges and universities. The younger generation in the south is going to college as never before, yet the number of college bookstores which take any interest in general books is negligible in the south. My own experience with The Bull's Head Bookshop at the University of North Carolina convinces me that the younger generation in the south is eager for new books and that what it mainly needs is an opportunity to get at them. The aim and method of this bookshop have already been explained in *The Publishers' Weekly*, and need not be repeated now. What I plead for in this instance is for a heartier backing by national publishers of similar enterprises elsewhere.

The Bull's Head Bookshop was made possible thru the vision of the manager of the textbook store at Chapel Hill, and thru the aid of two or three publishers of imagination. Letters addressed to most of the national publishers left them cold; the consignment business was an old and weary story to them, and they naturally felt no inclination to waste more books on the South. Yet if publishers are really interested in making current books a part of southern life, their great opportunity is in creating and backing college bookstores.

My suggestion is for the study of the question by some one of the cooperative agencies now functioning in the book business, and for the detailing of an agent representing the national publishers to go

thru the southern colleges in an endeavor to interest them in the establishment of general bookstores. When ways and means are worked out, appeal can be made to the college administration and to the textbook store now generally found in collegiate institutions, the proprietors of which, confronted with a tangible plan, can be led, I think, to take a lively and intelligent interest in the enterprise. On their part the publishers may have to face anew the problem of consignment books, and they may have to lose some money for a while, but in the long run I know no better way of educating the new south to the necessity of reading and buying current books.

The central difficulty in treating the book situation in this region is that publishers have not felt the necessity of pooling their interests and studying the problem as a whole for the benefit of everybody. Each publisher follows the same wasteful and inefficient method, duplicating the work of his fellow, endeavoring to solve a social situation in terms of business rivalry. Circulars and publishers' representatives will not make the south buy books. The books have to come south.

The likeliest way we have of getting the south and new books face to face seems to me to be thru the college bookstore. How to do it is an intricate problem, but not, it seems to me, an insoluble one if the publishers will approach it as a problem for the whole trade and not go at it as if they were selling rival brands of canned tomatoes.

Howard Mumford Jones, who believes that books can be sold in the South with the proper co-operation, wrote "America and French Culture, 1750-1848," which was published by the University of North Carolina Press in January of this year. His "Bull's Head Book Shop" was described and pictured in the Publishers' Weekly of April 14th of this year by Percy A. Beach

Women in Publishing

Rowe Wright

VII

May Massee



ONE day several years ago, Mr. Everitt of Doubleday Page and Company and May Massee, the editor of *The Book List* of the American Library Association were lunching together at The Blackstone in Chicago. Mr. Everitt was asking Miss Massee for suggestions about the new juvenile department he was planning and about possible people who might be in charge of it. After several recommendations were made, Mr. Everitt said, "Why don't you speak for yourself, John." Miss Massee gasped and her eyes danced,—who wouldn't if he suddenly saw the chance to make dreams come true.

That was some six years ago. That her dreams were of good stuff and worth the coming true has been proven by the books that have been added to the Doubleday children's list during the last five years.

Soon after she came to Doubleday's, she was having tea with a friend. The air was charged with her enthusiasm, for to use her own words she was "spouting" about her ideas for children's books. "They must have color, beauty, better illustration, type, paper, but most of all real color. Back in the chimney corner or its modern equivalent a man had been silently smoking, apparently busy with his own meditations. Suddenly from his shadows came: "I want to make a picture book like that, an A.B.C. book for Bedelia Jane. And I want to make all the wood blocks." "All right, we'll make one. An A.B.C. book with block print illustrations in color." And that was how the first new book on the list of juveniles was the Charles Falls' "A.B.C. Book;" big, beautiful, delightful,—not a gift book for a season only, but a vital book that will continue to delight as long as the A.B.C.'s are a part of our lives if not of our school curricula.

"And I have found ever since," May Massee says in speaking of that book, "that artists with children of their own make the loveliest children's books."

The immediate success of that Falls book (it came out in November and by Christmas 7000 copies had been sold with three subsequent reprints) proved to her that the hunch was correct, the hunch that people want real color, gorgeous color in books just as they do in textiles.

It is absurd, in a booktrade paper, for me to go thru the form of introducing May Massee. Everyone who is in anyway interested in the trade or in libraries knows her and knows her good judgment and taste, knows her sincerity and her enthusiasm for good books. But a bit of her history is in order if for no other reason than to prove that she did not spring fully equipped from the pages of Andersen or Barrie or from the paintings of Arthur Rackham. She was born and brought up in that city, Milwaukee, when the shops on one of the streets still carried signs reading "Hier wird English gesprochen." She went to the public schools with her sisters and brother and later to the Wisconsin Library School at Madison. She was the Children's Librarian in the Buffalo Public Library and after that she edited the A.L.A. *Book List* until she was sought out for the work she is now doing.

There is a genuine Peter Pan quality about Miss Massee. It is as refreshing in her as Peter Pan affectations in other people are annoying. It gives her that ability to select her books on the basis of child yearnings and gropings instead of on the ideas of new educational systems because she knows what those child yearnings and gropings are. Her list shows this quality, for she herself says of it, "it breaks out in funny little angles." She says that she never solicits books. Well, perhaps

not,—all she does is to talk with characteristic enthusiasm and if there is anyone within ear shot, anyone with even half an idea up his sleeve, before he knows it, she has drawn him out and gotten him all inspired so that off he trots to write her a book or to leave off the painting of murals or portraits or stage sets long enough to illustrate a book for her. You see she makes people, writers and artists both, believe in real books for children, and what is more she makes people believe in themselves so that they itch to put their best work instead of their sloppiest into their books for children.

May Massee believes in the theory, as far as children's books are concerned any way, of "if you want a thing hard enough, it happens." She wanted a poetry book, and out of the blue came "The Winged Horse." And to be sure if a whole herd or flock of winged horses had arrived in answer to her wishes, she would have known just which one was *the* Winged Horse.

As I have said May Massee's criteria for judging and selecting books are not those of any formal pedagogical system nor of any particular school of education; yet behind each book there is a sound, human principle of education. We have only to pick a few of the books on her list at random and do a little analyzing or looking behind the scenes. There is "Poppy Seed Cakes," a nursery tale and a good one, but back of it a sense of the contribution of European peasants (an adorable Russian old lady in this case) to American life. And something else,—the perfect friendliness between the old and the young,—a very pleasant substitute for the wicked stepmother who flourished a generation or two ago.

Then there are the Snedeker books, in which we are given the best of American background and the heritage that we have from our pioneer stock. In "Downright Dencey" we have a simple story of the Nantucket Quakers of one hundred years ago and the conflict that would exist between the strict Quaker prohibitions and the desires of a high-spirited warm-hearted child. Good stories, thrilling stories, but the sort that are building up an understanding of American life and the things that it is made of.

I asked how she happened to choose "The California Fairy Tales." "Because in their pictures, they show all of the clearness and blueness and dappled sunshine of California and because they tell so well the age-old Irish instinct of being friendly and close to the great mysteries," she said.

When May Massee went to Doubleday's, there were on their list several children's classics. Among these were Kipling, Lagerlöf, "Golden Numbers" The Fairy Ring (both collections of poetry and stories for children) and Kate Douglas Wiggin. With such a list, it is natural that Miss Massee should seek for books that were likely to become classics in the future. And this is what she has been successful in doing. Such books as I have already mentioned and such books as "Tales from Silver Lands" with all their charm and beauty of language and of story are books for all generations.

It is a firm belief of Miss Massee that the "cultural redemption of America is thru children's books. The first Ideas of a nation when it is just beginning to read, must be ideas that are worth something." It is important that the buyers and sellers as well as the makers of children's books realize this and one of the best ways of so realizing the value of sincere and beautiful books for children, is, according to her, for everyone who has anything to do with children's reading to realize the personality of each book and that each book makes its own contribution. There still is too much of a tendency to lump children's books as seventy-five or two dollar items. And she believes in working with all her enthusiasm and understanding and experience and good taste to make each book that she has contributed to the children's books in this country so individual that it cannot be lumped.

Of course there is some secret magic to May Massee some where. Maybe a bit of it is that as interested as she is in books, she is more interested in people, and so each one of her books has people behind it and these people share her belief of what children's books should be and so they go on making better books and more beautiful illustrations; and as far as I can figure it out, it looks as if there were bound to be a millenium some time.

Copyright Before the Constitution

Karl Fenning

OUR Republican Government which abhors monopoly has an elaborate and effective copyright law giving authors monopolies of their writings. The court reports are full of cases involving troubles and misunderstandings of authors even under our statutes. It is interesting to know that similar difficulties have existed for centuries and that very early laws tried out various schemes to help authors.

The first English printing privilege was granted by the Crown in 1518 but copyright existed before that by the Common Law of England, giving the author perpetual exclusive right to publish his works. There was no time limit upon this copyright at Common Law. There was, however, no penalty which could be exacted for the infringement of this right by copying and publishing until 1649, and from that time until 1694 penalties were provided by statute which were enforced by the courts. Subsequent to the repeal to the law in 1694, however, the only relief the owner of copyright could procure was by a separate and individual action for each infringing copy made or sold. That remedy, of course, was entirely inadequate because the expense of each litigation was more than the recovery, and, of course, it was impossible to bring suit upon every one of even a small edition. In consequence, the authors petitioned for a statute which was finally passed in 1710, during the reign of Queen Anne, and which is generally referred to as the Statute of Anne. This law is said to have been drawn by Dean Swift and its provisions are substantially the basis of our modern copyright law. It provided that a penalty could be exacted only if the book were registered in Stationer's Hall, and limited the right to recover the penalty to fourteen years from the date of original publication. The law also provided that if the authorized edition of a copyrighted book was offered to the public "at such a price or rate as shall be conceived by any person or persons to be too high or unreasonable," the

Bishop of London or Archbishop of Canterbury or other Government Officer, after investigation, might order the price lowered so that the book could be procured by members of the public at a reasonable price. This particular price limitation clause of the statute was repealed in 1739, and has not been restored in the Law of England.

The authors, of course, were helped by the penalty provisions of this statute and they did not realize until 1774 that as a consideration for that penalty clause they had given up years of copyright protection. The Statute of Anne specifically limited copyright protection for fourteen years instead of the perpetual right given by Common Law. At first it was thought that the effect of this was to leave the perpetual Common Law monopoly but to provide a penalty for the fourteen years, and some of the courts so held. In 1774, however, the matter came specifically before the House of Lords of England, and they held that altho there was a perpetual right of copyright prior to the Statute of Anne, that statute withdrew the perpetual right and substituted for it a copyright of only fourteen years.

The American Colonies, being British possessions, of course, were controlled by the British Copyright Law as set out above. With the Revolution, however, the Colonies became independent and for a while there were no general copyright laws in the states. The Articles of Confederation which loosely held together the states prior to the adoption of the Constitution, had no provision with respect to copyrights. This seemed unfortunate to some and the Congress organized under the Articles of Confederation on Friday, May 2, 1783, in response to a Committee Report brought in by James Madison, adopted a resolution reading as follows:

Resolved, That it be recommended to the several States, to secure to the authors or publishers of any new books not hitherto printed, being citizens of the

United States, and to their executors, and assigns, the copyright of such books for a certain time not less than fourteen years from the first publication; and to secure to the said authors, if they shall survive the term first mentioned, and to their executors, administrators and assigns, the copyright of such books for another term of time not less than fourteen years, such copy or exclusive right of printing, publishing and vending the same to be secured to the original authors, or publishers, their executors, administrators and assigns, by such laws and under such restrictions as to the several States may seem proper.

Connecticut, alone of all the states had, prior to this time even, passed a copyright statute entitled "An Act for the Encouragement of Literature and genius."

When this resolution of Congress was transmitted to the Legislatures of the thirteen original States, it was followed up and vigorously urged on them by Noah Webster with such good result that by 1786 all of the states excepting Delaware had adopted copyright laws.

The high purpose of the Legislatures and their theory of legislation is indicated by the preambles of some of these statutes. For instance the Connecticut Act says: "Whereas it is perfectly agreeable to the principles of natural equity and justice, that every author should be secured in receiving the profits that may arise from the sale of his works, and such security may encourage men of learning and genius to publish their writings; which may do honor to their country, and service to mankind." The Massachusetts Statute says:

"Whereas the improvement of knowledge, the progress of civilization, the public weal of the community, and the advancement of human happiness, greatly depend on the efforts of learned and ingenious persons in the various arts and sciences: As the principal encouragement such persons can have to make great and beneficial exertions of this nature must exist in the legal security of the fruits of the study and industry to themselves; and as such security is one of the natural rights of all men, there being no property more peculiarly a man's own than that which is produced by the labor of his mind: Therefore, to encourage learned

and ingenious persons to write useful books for the benefit of mankind: be it enacted, &c."

We are struck here with the fact that the promotion of happiness is one of the things emphasized in this act originating in the colony established by the Puritans who seemed to think more of holiness and virtue than of happiness.

Only two of the state statutes provide for deposit of copies. North Carolina provides for the delivery "to the Secretary of the State one copy of such book, map or chart, for the use of the Executive of the State." Massachusetts, however, was proud of Harvard University and provident therefore, and required that the author in order to hold his copyright must "present two printed copies of each and every one of them to the library of the University of Cambridge, for the use of the said University."

Altho the English Copyright Laws had abandoned the price limitation in 1739, and altho the English Laws had no specific requirement for supplying the public with copyrighted matter, the laws of several of the states, took care not merely of the interests of the authors and copyright owners, but also were mindful of the needs of the public generally. The Connecticut law, for instance says: "Whereas it is equally necessary for the encouragement of learning that the inhabitants of this State be furnished with useful books, &c., at reasonable prices: Be it further enacted, That whenever any such author or proprietor of such book, pamphlet, map or chart, shall neglect to furnish the public with sufficient editions thereof, or shall sell the same at a price unreasonable, and beyond what may be adjudged a sufficient compensation for his labor, time, expense and risque of sale," a judge, on complaint, shall investigate the matter and may require a sufficient number of the copyrighted articles to be offered for sale at a reasonable price fixed by the court, on failure of which the person who brings the original complaint may be given "ample license to reprint and publish such books, pamphlet, map or chart, in such numbers and for such term as said court shall judge just and reasonable: Provided said complainant shall give sufficient security before said court, to afford said reprinted edition at such reasonable price as said court shall

thereto affix." Similar provisions with respect to publication and price are found in the laws of South Carolina, Georgia, and New York. North Carolina has no provision for a compulsory license but its law provided that, after investigation, the court might "correct or settle the price" and if the author or publisher thereafter sells "at a higher rate, he shall, for every offense, forfeit twenty Spanish milled dollars, one moiety to the State and the other moiety to the person who shall sue for the same."

In eight of the state laws, there is a requirement for registering the title with the name of the proprietor in the Office of the Secretary of State or the clerk of court. The reason for this provision for registry is set out in the South Carolina Statute thus: "whereas many persons may, thru ignorance, offend against this act, unless some provision be made whereby the property in every such book, as is intended by this act to be secured to the proprietor or proprietors thereof, may be ascertained, as likewise the consent of such proprietor or proprietors for the printing or reprinting of such book or books may from time to time be known."

Several of the state laws have provisions similar to that of New York which "provided also, that this act shall not extend or be construed to extend in favor of or for the benefit of any author or person residing in, or inhabitant of any other of the United States until the State in which such person resides or dwells shall have passed similar laws in favor of the authors of such new publications and their heirs and assigns."

Maryland and South Carolina are the only states that seem to give, by their laws, a copyright to any author, the laws of the other states specifically confining the right to residents of the United States. The Massachusetts and New Hampshire laws says "subjects of the United States of America."

While several of the state laws have definite requirements that the claim of copyright must be recorded with some official, it is interesting to note that Pennsylvania, alone saw fit to require that notice of copyright must be carried by each copy. That state provided that the author "shall insert on the back of the title page a copy of the certificate of entry."

It will be seen from this, that in the laws of one state or another, all of the fashions or types of provisions in the copyright laws, which have been adopted or proposed in the United States, were incorporated.

When the Constitutional Convention in 1787 was considering matters over which the National Congress should be given jurisdiction, Madison, from Virginia and Pinckney, from South Carolina, both proposed that the "copyright" of authors should be taken care of, and when the Constitution was finally drafted, it was so worded as to give authors protection, but the word "copyright" was not employed.

The Constitutional provision (Article 1, Section 8) is that Congress shall have power "to promote the progress of science and useful arts, by securing, for limited time, to authors and inventors, the exclusive right to their respective writings and discoveries." It is reasonable then to suppose that the copyright laws of the various states were unsatisfactory, and that the limited right on which was based a requirement for sufficient publication to supply the public, together with price restrictions, and compulsory licenses, was unsatisfactory. Thus Congress is given power and authority to grant only "exclusive rights" not limited rights and it seems probable that if Congress endeavored to graft on our copyright laws a requirement for publication in sufficient quantity to satisfy the public demand or requirement for low price, or requirement for compulsory license, that those requirements would be beyond the powers of Congress, and so unconstitutional.

The only step Congress has taken in this direction is the requirement in the provision in Section 1e, of the general Copyright Act of 1909, whereby under restrictions, any member of the public has been given the right to produce and sell certain copyrighted matter. The Constitutionality of this provision, however, is doubtful, and it has never been considered by the courts.

With the experience derived from English Statutes and the laws of the original States, Congress under our Constitution has passed copyright legislation, beginning with its first session in 1799, which has safeguarded the rights of authors and publishers so that they have produced a great mass of literature to the edification, education and benefit of all the people.

Boston Booktrade News

Dale Warren

JOSEPH C. Lincoln, staunch friend of Boston booksellers, has been forced to beat a strategic retreat from his Cape Cod home at Chatham to a private room in the Massachusetts General Hospital. According to the latest bulletin, Mr. Lincoln will be about again in time to see his new novel, "Silas Bradford's Boy," displayed in the bookstores on Washington, Bromfield, Park and Boylston Streets, at the end of the month.

A subway bookshop for Boston! Mr. Goodspeed is responsible, and is receiving congratulations for his bright idea in connecting his Washington Street store, under the Old South Meeting House (formerly the Williams Bookstore) with the Washington Street Tunnel. The other Goodspeed stores are located in Ashburton Place and Park Street. Mr. Goodspeed himself holds forth amid the books and prints back of the State House, while the genial personality of Mr. Tenney brings many a customer into the Park Street basement.

Dorothy Foster Gilman is back from Europe to resume her "Bookstall Gossip," the popular semi-weekly department of the *Transcript*. She maintains that E. Phillips Oppenheim does himself proud as a dinner host at Aix-les-Bains. Miss Gilman is busy thinking up ways and means whereby she can express her appreciation when the king of detective stories comes to Boston as the guest of Little, Brown, his publishers, sometime this winter.

Boston has recently had a visit from Colonel John and Lady Helen Murray who stealthily slipped down from Canada for a short sojourn in Massachusetts. The English publisher did not get down to New York during his American trip.

Helen McGlade manager of the Atlantic Monthly Book Shop, showed me with pride the new room which has just been

added to her floor space on Newbury Street. This addition to the retail book department will make possible the inauguration of a Lending Library of which Christine McOsker will be in charge. Miss McGlade is having difficulty in keeping Deeping's "Old Pybus" and Bromfield's "Strange Case of Miss Annie Stagg" in stock and says that other quickly moving titles are Rachel Annand Taylor's "Leonardo the Florentine" and Lewis Browne's "Graphic Bible." She has just signed up Foster Damon for a lecture in January on Amy Lowell. Mr. Damon has been selected as Miss Lowell's official biographer and is already at work on this fascinating undertaking.

Rev. William L. Stidger, whose name is familiar to the publishers' publicity directors the country over, has given up his pastorate in Kansas City and come East to Boston to occupy the chair of Preaching and Pastoral Science at Boston University and the pastorate of Copley Plaza Methodist Church. Dr. Stidger expects to continue his dramatic book sermons which have done so much to stimulate reading in Kansas City and in Detroit.

Houghton Mifflin Company have issued a book fifty-two and one half hours after the receipt of the manuscript, a record of which they are justly proud. The volume in question is Franklin D. Roosevelt's "The Happy Warrior: Alfred E. Smith." The manuscript was received on Tuesday at 11:30, read by the Editorial Department, and examined by the Advertising and Publicity Departments. Copy was prepared and sent to the Riverside Press for manufacture, being received at 2 o'clock. The book had been set, proof-read and plated at 5 o'clock on Wednesday and was printed on Thursday morning at 10. The edition was bound at 4 o'clock on Thursday and advance copies sent to the author and various important persons.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

A Pacific Coast Booksellers' Convention

THE Pacific Coast is to have a sectional book convention in the week of April 15th, an important move toward strengthening the cooperative work of the American retailer. On account of the extra number of days that a journey across the mountains takes and the added expense, but few dealers from the Coast attend the annual May conventions of the A. B. A. After the last convention in Atlantic City, Secretary Meyers of the A. B. A. suggested to the Coast group that a special conference might be called in a central point, probably San Francisco, in the month of April, a program similar to that of the east could be developed and any questions or suggestions could be sent on for consideration at the A. B. A. convention which next year will be in Boston in the week of May 6th. The Booksellers' Association of San Francisco Bay Counties took the matter up, and, after full discussion at a meeting September 20th, approved of the practical character of this proposal, and dates in the week of April 15th have been selected. A special organization meeting has been called for Tuesday, October 2nd. The actual work will then be started. Mr. Meyers will be in consultation with this group in formulating their program

and arranging for speakers, and will himself attend on April 15-18 as representative of the A. B. A.

Bookselling on the Pacific Coast includes a very strong and aggressive group of dealers—general shops, department stores, and small specialty bookshops. From Spokane and Seattle to Los Angeles and San Diego this group have individual methods but many common problems, and this special conference will supply a real need and is likely to prove one of the most important moves that has been made in the booktrade for years.

The Patients' Reading

ACCORDING to a report by The Veterans' Bureau on the circulation of books in the library of the United States Veterans' Bureau Hospital at Tucson, Arizona, the demand for books of adventure and travel is increasing, while the demand for western stories is decreasing. Every effort is made in this hospital and others under the Bureau, to stimulate the patients' reading and to encourage them to develop a taste for the better class of literature. The nation-wide interest in biographies has found its way into the hospital, according to the Bureau.

The allotment for the purchase of books was increased during the past year from \$800 to \$1,000 and with this additional sum it was possible to add a number of worth-while non-fiction books without sacrificing too many of the current non-fiction numbers. All books for hospital libraries are reviewed by the library force at the central office before being purchased. Neither highly exciting nor morbidly depressing books are considered suitable for the patients.

The effect of such reading is difficult to determine, it was said, except as it reacts as passive therapy, as a means of creating a mental attitude which permits better adjustment to hospital environment and a definite change from self-centered thoughts.

A careful selection is made for certain individual patients, the Bureau said. Braille type books are furnished blind patients in the different hospitals, and in the Mount Alto Diagnostic Center instruction in the use of Braille type is given once a week.

A Community Library

A NEW move in co-operative apartment operation includes the opening and conducting of a community library to serve the tenants of such buildings. The Brotherhood of Locomotive Engineers and the Amalgamated Clothing Workers of America are two labor unions which have tried, successfully, the building and operation of co-operative apartments at cost for their members, and it is in one of these groups that the library experiment is being tried. According to the Bureau of Labor Statistics, this experimental library is located in a corner basement room in an apartment building receiving plenty of light. It is fitted up with library tables and chairs, several thousand volumes (which are being catalogued by volunteer work) a periodical rack, and a newspaper rack, both well filled. The equipment for the records and other uses of the librarian is very good. Several good (some striking) pictures hang on the walls and there are several busts of distinguished men. Publishers may soon be putting builders and real estate dealers among their regular customers!

How Publishers Mark Their First Editions

THE *Publishers' Weekly* begins this week the result of a canvass among American and English publishers as to how their first editions are being printed. This study has been made by a questionnaire by H. S. Boutell, son of Mr. Boutell, the proprietor of the Tecolote Book Shop in Santa Barbara. The author is a resident in London and an ardent enthusiast on first editions. Many collectors of firsts are now buying these books immediately on publication, and they wish to know the earmarks by which they may be sure that they have received a copy of the first issue. Not all publishers have this matter systematized, but most of them have come to have a regular practice in this field and the record of it can now be available. Copies of this material in book form can be obtained at \$1.25.

The first part of the list of American publishers is used in this issue. It will be concluded next week and followed by the English publishers.

Credit Problems

PUBLISHERS may not be the only people that have problems of credit to study in the wholesaling of books. We have a report of one new entrant into the rental library field who paid in advance for three months' service in fiction to an unknown concern and, so far, has not been able to get her supply of fiction or the money back. It would be a sound idea for anyone entering into such relations to consult a credit reference book or to deal with firms that are known for years of fair business.

Bulky Books for Young Children

"A CHILD'S book should be comparatively bulky," says the English *Publisher and Bookseller*. "The younger the child for whom it is intended, the greater should be the bulk in proportion to the intellectual content. Mere cubic capacity exerts quite a satisfying influence until a fairly high stage of discrimination has been reached."

Most parents, librarians booksellers and publishers will be inclined to disagree with this emphasis on bulk. Children's tastes seem, as far we have observed them as variable as adults' tastes, and they like books both large and small. Have there ever been books any more acceptable for children than the Greenaway "Mother Goose," "The Story of Little Black Sambo" and "Peter Rabbit"? There is no bulk here, and yet how popular. Equally attractive to children are books that are of larger size but certainly not bulky—Falls' "Mother Goose," Leslie Brooke's "Three Pigs," or Boutet de Monvel's "Joan of Arc." Bulk has been found attractive for annuals, but for the year in and year out books to delight the child it has yet to prove its lure.

NOTICE

Extra copies of the Fall Announcement Number will be supplied at 25c. in paper covers, or 75c. in cloth binding. As a reference tool it will be needed daily by your salespeople for the rest of the year.

Book Week

Publishers' Association Full of Fall Promotion Activity

COMMITTEES are already at work in many towns, planning activities for the tenth annual Book Week, November 11th to 17th. The National Association of Book Publishers has received hundreds of requests from booksellers, librarians, club workers, teachers and superintendents of schools, for copies of the new circulars giving suggestions for observance of the Week, and from now on each week's total of letters will be higher.

The new pamphlets include "Grade School Projects" and "High School Projects" prepared for the use of teachers and school librarians; a revised list of book films, compiled by the National Board of Review; a list of book plays compiled by the Supervisor of Work with Schools, New York Public Library; a leaflet for clubs, "Suggestions for Club Programs on Books"; and a list of important booklists, which will promote books.

Booklets for the Child's Own Book Record

Little notebooks with gay orange covers have been printed for bookstores and libraries to distribute to children. In these booklets, "My Book Record," boys and girls will make notes about books they are reading, and will keep a special list of "Books I want to Own" which will be useful to parents and aunts and uncles

searching for birthday and holiday gifts. Recommended book-lists should be distributed with the record books. These note-books are being sold at cost \$1.50 a hundred. There is ample space for the bookstore or library to add its own imprint, if desired. A sample copy may be secured.

Posters, Cards and Mats

The popular Wyeth and Brubaker posters are to be used for Book Week again this year. Card miniatures, postcard size, of either design may be purchased, with reverse side blank for local printing of lists and announcements, at \$1.00 a hundred, \$9.00 a thousand. Newspaper mat of either design, single column, \$.20, double column, \$.30. Motion picture slide, with imprint, \$.50. Copy for newspaper advertisements will be a feature of the October 1st issue of the *Year-Round Bookselling News*.

Bookstores desiring to receive a quantity of posters for distribution to schools, should send in their requests at once, so as to avoid duplication of mailings.

Federation of Women's Clubs Contest

For several years the General Federation of Women's Clubs has sponsored a Book Week contest, directed by the national Division of Literature. These contests, conducted locally, have greatly increased book store sales in hundreds of communities.



*The N. A. B. P. Poster by
Jon Brubaker*

This year a first prize of fifty dollars and a second prize of twenty-five dollars are to be awarded to the clubs which report "the most complete and constructive observance of the Week." Entries must reach the Chairman of Literature, Mrs. H. C. McCahan, 515 N. Mulanix, Kirksville, Mo., by December 10th. The prizes are provided by the N. A. B. P.

Additions to school library funds, recommendations of books as the best Christmas gifts for boys and girls, surveys of home libraries, exhibits and programs on children's reading have been features of the work of women's clubs during the Week each year.

The New Knowledge

The adult education movement,—a rather formidable title for what is actually a friendly effort to show the average man what books can do for him, has gained great momentum in the last two years. "Readers' advisers" in public libraries and book information desks, in bookstores and book departments are doing important work in connecting the individual with the best books he needs, and national organizations are giving new impetus to the movement thru articles and booklists in their bulletins.

The American Library Association, U. S. Bureau of Education, National Congress of Parents and Teachers' and the National University Extension Association have recently made plans for promoting wider use of the popular reading courses issued by these organizations. New annotated lists are to be prepared by the Bureau of Education for free distribution and the Bureau will give national publicity to the idea of home reading. The American Library Association continues to extend its "Reading with a Purpose" series. University extension divisions will issue certificates of achievement to people who complete reading courses.

Realizing that this comprehensive program will send many thousands of people into the bookstores and public libraries eager for help in book selection, the National Association of Book Publishers has prepared a series of six new signs for book displays, all of them designed to interest people who wish to make their reading count toward some definite goal. The

set of six will be supplied gratis to booksellers and clubs on application to the Association at 25 West 33rd Street, New York City.

C. B. Falls' poster used several years ago has been reprinted in color, with a new



The Wyeth Poster for the Publishers' Association.

slogan "Books—Knowledge—Power," for use with bookstore window and interior displays. Copies of this poster are being forwarded to stores and libraries on the Association mailing list. Card miniatures, with reverse side blank, are available at \$1.00 per hundred.

Customers' Interests Checked on New Cards

Another aid for book dealers, just issued by the N. A. B. P., is a card to help dealers build up mailing lists. These cards, on which the customer checks his special interests and hobbies, are sold in imprinted lots, \$1.50 for five hundred \$2.50 for a thousand, postage extra. These cards are distributed with catalogs, letters and lists, and used as package enclosures. If the

customer returns the card with "history," "travel" and "children's books" checked, the bookseller places three colored tabs on the card, to indicate these interests and then files it. When an important travel book is published, he sends announcements to all the names with blue tabs. If a new biography comes out, he solicits orders from all the people whose cards are tabbed in green. In this way, he is enabled to give individual service to many patrons and to increase his sales totals appreciably. The continued distribution of the cards means that his mailing lists are constantly growing.

Book Production in Russia

THE Soviet Union had, at the Cologne Exhibit this summer, the largest of the pavilions and very fully represented Russia's progress in the newspaper, periodical and book publishing. The statistics released as to the status of its book output are as follows:

The statistics of book publishing illustrated the spread of popular education in the Soviet Union. While the number of titles published last year was almost the same as the pre-war figure of somewhat over 30,000, the number of books printed, 225,000,000, was nearly double the 1913 total of 119,000,000. The record figure of 242,000,000 volumes was attained in 1925. The present development of the publishing industry, which has made necessary the construction of several new paper factories in the Soviet Union, is in contrast to the low level of publishing activity a few years ago, during the period of civil war and interventions. In 1922 only one-seventh as many books were printed as last year. The average number of copies of each title printed in 1925 was 10,400 as against 4,000 in 1913, while the average thickness (nearly 100 pages) per book was about the same. In spite of the considerable increase in general prices in comparison with 1913, amounting to over 70 per cent, the cost of books has increased only slightly.

There are at present over 300 publishing organizations in the U. S. S. R., principally state, co-operative and trade union. By far the largest publishing company in the country and one of the largest in the world is the Gosizdat (State Publishing Co.) of

the R. S. S. R., which has printed in the few years of its existence 200,000,000 copies of textbooks and 150,000,000 copies of popular books for peasants and workers aside from tens of millions of other publications of all descriptions. The Gosizdat has five printing plants in Moscow and Leningrad employing 5,000 workers.

Swedish Book Sales

NEWMAN FLOWER of the publishing firms of Cassells in London, has been interviewed by *John O'London's Weekly*, and, having just returned from a vacation in Sweden, he points out that, that country with a population of 6,000,000 people spends \$10,000,000 a year on books. "How does Great Britain answer that?" he says. "I am almost persuaded to forswear my own country and start publishing for the Lapps." According to Sir Ernest Benn of Messrs. Benn, publishers, Great Britain, with a population of nearly eight times that of Sweden, spends only about \$30,000,000 on books compared to \$180,000,000 on tobacco.

No figures are available as to the total book sales in the United States with our population of 120,000,000, but the government census of manufacture's of 1895 indicated that there were about 200,000,000 bound books manufactured. What these books would be valued at in retail prices can only be subject to conjecture. If they were valued at \$200,000,000 retail, our per capita consumption would be exactly on a par with that of Sweden.

A New Soviet Law on Copyright

"THE newspapers announce" says *Le Droit D'Auteur* "that the Soviets yielding to the urging of Russian writers and delegates from foreign societies of authors, have adopted a new copyright law. The law of January 30, 1925, is to be abolished and replaced by the law of 1928. Undoubtedly the same will be true of the regulation of October 11, 1926, passed to execute the abolished law.

"While the law of 1925 protected the author's right for twenty-five years after publication of the work, the new law establishes protection for life, followed in principle by protection for fifteen years after

death. However, choreographic works, pantomimes, librettos, and moving picture films have only ten years protection, and photographs only five. (These exceptions are borrowed from the law of 1925.) Copyright is transferable, and moreover, is subject to forced purchase by the government, a regulation which was already in the preceding law, and is also in the Italian law of 1925.

"The area of application of the new law seems to be the same as that of the law it replaces: all authors who are soviet citizens, and their heirs also, are protected in Russia whether the work is published in Russia, or abroad; foreign authors and their heirs have the same protection for a work published for the first time on Soviet territory. As to works published for the first time abroad, they can be protected only by treaty. Consequently Russia refuses to apply the régime of reciprocity even for diplomacy or basically. There is, therefore, no resource for foreign authors except to urge their governments to negotiate with the Soviets for advantageous literary conventions, which will probably not be easy.

"While waiting for this result to be attained, private initiative is trying to take the place of official action. The German publishers S. Fischer and Kiepenhauer have made an agreement with a publishing house in Moscow, by the terms of which the contracting parties agree to exchange manuscripts of the authors they publish. The two German houses have declared themselves willing to study in each case the possibility of publishing in German the works of the Russian house; and the latter undertakes to look over the works of Fischer and Kiepenhauer in order to buy them, if they are suitable, for sale in Russia.

Thus the right to the translation of the German authors published by the afore-mentioned houses is partly protected. We say partly, because the Russian Legislature does not accord the right of translation to foreign authors who publish their works outside Soviet territory. So it is entirely possible to sell this right by contract to any Russian publisher who might want it under these conditions. But that would not prevent the work from remaining in the public domain in Russia, nor from being lawfully translated again without author-

ization. This is the particular point where modification of the law should come, and it seems that it is desired by Russian authors themselves."

Main Line Booksellers' Association Meets

THE first monthly meeting of the season was held by the Main Line Booksellers' Association last Monday evening, September 17th, at 28 W. Montgomery Avenue, Ardmore, Mrs. Newman F. McGirr being the hostess. Mr. McGirr is secretary of the organization and presided in the absence of the president, Mr. McCawley of E. S. McCawley & Co., Inc., Haverford. The latter however was very ably represented by his assistant, Miss Helen H. Lloyd. There were also present Mrs. Helen B. Sullivan and Miss B. Sullivan of The Book Shoppe, Ardmore, The Misses Stockett of the Aladdin Studio, Ardmore, Mrs. Dorothy Moorhouse, Librarian of the Luddington Library, Bryn Mawr and Andrew McGirr III.

Progress was reported on the combined advertising budget which is proposed for the coming winter. The general discussion of new Fall publications particularly stressed the forthcoming books by Stanley Reeve and A. Edward Newton, both Main Line residents.

Hearty congratulations and good wishes were extended to the Twickenham Bookshop on their moving to larger quarters on the Pike next to the Ardmore Theatre. Miss Whitford and Miss Coit have invited the Association to hold the October meeting there.

The secretary will be glad to hear from "main liners" who may wish to become members. A direct or indirect connection with "This Book-Collecting Game" is the principal requirement. Librarians and their assistants are particularly welcome.

A Fair Exchange

HELLO, Jim! I hear you're running a bookstore now. I hope you'll see that I get plenty of good books to read.

Sure, Bill. And now that you're assistant cashier in the Farmers' National Bank, I'm sure that you'll see that I get plenty of bank notes to spend.

Reply Card Costs Go Down

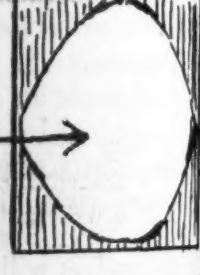
Reduction in Rates on the Business Reply Card and the Reply Envelope Improves Their Advertising Value

THE Business Reply Card has advertising usefulness for the publisher and the retail bookseller often in excess of the more pretentious mailing of booklet and circular. Two faces of a recent return order card of Kroch, Chicago, are reproduced on the opposite page. The other two faces carry (1), behind the "Lincoln" advertisement, the address of the person to whom the card was sent; (2), behind the address of A. Kroch & Company an order form list of a few outstanding books headed by the Lincoln biography. The mailing face is illustrated here, because after October 1st, 1928, the allowance for postage will be changed and the arrangement of the layout improved.

According to an order of the Post Office

Department in Washington dated September 8th, 1928, the Postal Laws and Regulations have been amended to provide that Business Reply Cards and letters in business reply envelopes may be accepted for transmission in the mails without prepayment of postage and that the postage on reply envelopes when collected on delivery shall be three cents and on business reply cards shall be two cents. In other words, the rates are reduced one cent. That provides a saving to a bookseller, such as Mr. Kroch, of one cent on every reply sent in answer to his post card advertisement.

There is an additional saving in outlay and convenience because the Post Office has also amended the provisions so that no deposit is required from the mailer to

Postage will be paid by Addressee	No Postage Stamp Necessary if mailed before July 31st, 1929	
BUSINESS REPLY CARD FIRST CLASS PERMIT NO. Sec 384 1/2 P.L. & R. New York		
John Doe & Co. New York. N.Y.		

A rough sketch of the address side of a reply card made out in accordance with the new regulations.

SENATOR BEVERIDGE

author of "The Life of John Marshall", called the greatest of American biographers, has woven on enormous wealth of new facts about

ABRAHAM LINCOLN

into a narrative of compelling power and graphic reality.

Beveridge spent the last ten years of his life in gathering material for this book, constantly revising and rewriting the chapters until he produced a definitive biography, written in an entertaining style, with a loving, yet critical, devotion to the subject. He lures the reader with a spell both magnetic and overwhelming, leaving him richer for his close association with Lincoln's mentality.

Two large volumes. Splendidly illustrated. \$12.50.

The First Edition is bound to be much sought after by Collectors. Please return the attached stamped order card for a copy of this edition.

Cordially yours,

A. KROCH.

The
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Kroch's Bookstore
described
on the
opposite
page

FIRST CLASS
PERMIT NO. 426
(Sec. 384½, P. L. & R.)
CHICAGO, ILL.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed Before Oct. 31-1928

3c-POSTAGE WILL BE PAID BY-3c

MR. A. KROCH
KROCH'S BOOKSTORE
206 N. MICHIGAN AVE.
CHICAGO, ILL.

take care of postage on possible returned cards or envelopes. Formerly a fixed percentage was required to be deposited, and this percentage of returns was higher than any usual mailing enjoyed.

A rough sketch of the address side of a reply card made out in accordance with the new regulations is also reproduced here. A comparison with the address side of the mailing card of A. Kroch & Company will show that the general layout should be improved and that the especially confusing line showing the postage cost is dispensed with.

These changes should help measurably in improving the value and uses of the reply card and envelope, both of which are in considerable use by direct mail advertisers in and out of the booktrade. It is important and desirable in all advertising that must come and go thru the mails that the mailer of advertising matter consult the Post Office so that mistakes may be avoided in advance and advantage taken of all Post Office assistance.

A Unique Display Poster for Booksellers

AN unusual idea for display for Clarence E. Mulford's new book, "Mesquite Jenkins," has been hit upon by Doubleday, Doran. As indicated by the accompanying reproduction the head is a sure-enough cowboy modeled out of papier mache by the well-known portrait painter, A. Leslie Thomas. The heads are done in five colors and the finishing touch is the cigarette carelessly hanging from the cowboy's lip. Three hundred of these have been manufactured for the trade.

Booksellers should make use of the poster in their window displays or on tables and counters.

Display poster
for "Mesquite
Jenkins"



First Editions of Today and How to Tell Them

Compiled by H. S. Boutell

D. APPLETON & CO.

Our first editions are designated by a small numeral one in parentheses (1) at the foot of the last page. Later as we reprint the book this numeral is changed according to the number of the reprinting, that is (2), (3), etc.

BOBBS-MERRILL CO.

We are not entirely consistent in our first edition attitude. Whenever we do mark a first edition the distinguishing mark is a bow and arrow at the bottom of the page on which appears the copyright line.

However, not all of our first editions are marked.

ALBERT & CHARLES BONI, INC.

We run a note on the copyright page of all our books indicating all subsequent printings after the first.

BONI & LIVERIGHT.

As a general rule we have no marking on the copyright page of our publications to show our first edition altho on subsequent editions we print Second, Third, Fourth, Fifth, Sixth edition, etc. We have had one or two books with first edition marked on the copyright page but this is not our general practice.

BRENTANO'S.

Up to the end of 1927 all books published by this company had no edition printed on them unless they reached a second edition. This information would be printed on the back of the title. From January 1st, 1928, the words "First Printed 1928," were substituted and if the book reached a second edition the words "second impression April, 1928 (or . . .)"

THE CENTURY CO.

We have no special mark showing first editions of our publications, except in the

case of a few special books. We are planning, however, in the future to put each printing as made on the back of the title pages of all of our publications.

UNIVERSITY OF CHICAGO PRESS.

The publication date, and record of each new impression and new edition, is entered on the copyright page. Unless notice happens to be made in an occasional new preface, no other record is made in the book.

COLUMBIA UNIVERSITY PRESS.

No distinction exists in regard to first and other editions except that there is printed on the title page the date of first printing for the first editions. On succeeding editions the date is removed from the title page and the second or third printing is noted on the copyright page.

COSMOPOLITAN BOOK CORPORATION

Up to the present time we have published only large editions of popular authors and there has been no cause to designate the first edition. We are changing our policy slightly now and it is possible that we may find it necessary to mark the editions. In this case we will probably print the words "First Edition" under the copyright notice and remove it on any later printings.

COVICI-FRIEDE.

Sometimes we print "first edition" on the reverse of the title page, and sometimes not, but invariably we print, "second printing" on the second issue.

THOMAS Y. CROWELL CO.

Our present practice is not to indicate in any way the first edition. Subsequent printings are so indicated.

In the absence of the words, Second Printing, Third Printing, etc., it can be safely assumed that without such an in-

scription the book is a copy of the first edition.

JOHN DAY CO.

This company has adopted the method of designating first editions on the copyright page with a line reading: First published, month, year. Subsequent printings are designated by a line below this reading: second printing, date, third printing, date, etc.

LINCOLN MACVEAGH, THE DIAL PRESS

We wish to state that our system is to carry on the title page the year in which the edition is published and on the back of this page, merely a note as to when it was reprinted, such as is done by most publishers.

DODD, MEAD & CO.

We have never made a practice of labelling our books as first editions or second editions etc., in fact, to our mind an edition is not the same thing as a printing. The first seems to us to denote some change in the contents of a book while the second is simply the number of times the book has been put to press. While we do not label our books First Edition or First Printing, we do, as soon as a second printing is ordered, add a notice on the copyright page giving the date of the publication of the book and the date of the second printing. If other printings follow, a third, etc., up to sometimes as many as fifteen, we add the date of each subsequent printing as it is ordered. This has been our practice up to the present time.

GEORGE H. DORAN & CO.

The sign of a first edition of a Doran book was a small round colophon in which the initials "G H D" appear and which is always placed directly beneath the copyright line.

Occasionally, the colophon is omitted, in which case the words "First Printing" always appear.

DORRANCE & CO. INC.

As a usual thing, First editions are not indicated as such other than by a line giving copyright and year, but when other Editions are got out, full information is given. In the future, in the case of unusual books and rare books, we expect to print "First Edition" on the First Edition.

DOUBLEDAY, DORAN & CO.

We always plan to indicate right under the copyright line on the first printing the fact that the book is the first edition.

DOUBLEDAY, PAGE & CO.

Our method of indicating first editions was the printing of the words "first edition" beneath the copyright notice which backs up the title page.

DUFFIELD & CO.

We designate our first editions by printing the copyright date on the reverse of title page. Occasionally we insert the phrase "First edition printed such and such a date," in cases where the first edition is assumed to be important.

DUNSTER HOUSE BOOKSHOP

Our own publications have always had the date in the First edition on the title page. This is the same method as that used by the Houghton Mifflin Company.

E. P. DUTTON & CO.

Unfortunately we have no definite scheme for identifying First Editions. Recently a copyright notice behind a title-page, on which nothing occurs but that, is an indication it is a first, because when we begin the second printing we mark it on the back.

GREENBERG, PUBLISHER, INC.

We do not designate first editions in any special way. But all later editions bear a notice to that effect.

HARCOURT, BRACE & CO.

We have not been following any fast rule for indicating first editions. On all books for which we think there may be some demand, we indicate the first edition by placing a small figure 1 on the copyright page under our copyright notice, or by putting on a line "Published" and then the date. Subsequent editions have either a number 2 on them or a line "Second Printing," and then the date.

HARPER & BROTHERS

It is our custom to print on the copyright page of all first editions the two words "First Edition." These are removed from the plate on all subsequent printings.

In addition to these you will find on our copyright pages two key letters beneath the copyright. These give the month and year when the edition was printed. This key may be read by referring to the enclosed card.

KEY

A—January	Q—1916
B—February	R—1917
C—March	S—1918
D—April	T—1919
E—May	U—1920
F—June	V—1921
G—July	W—1922
H—August	X—1923
I—September	Y—1924
K—October	Z—1925
L—November	A—1926
M—December	B—1927
M—1912	C—1928
N—1913	D—1929
O—1914	E—1930
P—1915	

HARVARD UNIVERSITY PRESS

We have no distinguishing mark which signifies that a book is a first edition. As a general thing, we put second, third, fourth impression, etc. on the reverse of the title-page whenever we make new printings.

RAE D. HENKLE CO. INC.

As to our method of marking first editions, we omit any edition reference on the first printing and on the reverse of the title page note the first, second and other printings in subsequent editions.

HENRY HOLT & CO.

We have never had a definite method of indicating a first edition in our books. Ordinarily, under the copyright line we insert the dates of the printings so that any book which bears a single date is probably a first edition. In some cases, however, where we know there is to be only one printing, no date is inserted. Also, when sheets are imported from Europe, no special notation is made.

HOUGHTON MIFFLIN CO.

It is our general custom to place the date on the title page of the first edition of all of our books and to drop this date on all sub-

sequent editions. Perhaps we have not invariably followed this custom, but it is our intention to do so.

The copyright page after the first printing sometimes bears the legend "second impression" "third impression," "fourth impression" etc. This, however, is not the general practice.

There are very likely instances where the date has not been removed from the title, after the printing of the first edition, and therefore it would not be an infallible rule to look for a date on the title page, but you may be sure that if the date is omitted it is not a first edition.

MARSHALL JONES CO.

It is our custom to print on the copyright page the date of printing *i.e.* PRINTED APRIL 1927, but we do not always do this. When we reprint we usually put on the date just below the other.

ALFRED A. KNOPF INC.

It is our practice to indicate on the copyright page with a line thus: "Second Printing, Third Printing," etc. This note does not appear on the first edition.

J. B. LIPPINCOTT CO.

For the last two or three years only we have been putting First Edition on the copyright page of our important books only. Before that, and at present on general works including fiction, we have not indicated the first edition, but we indicate all subsequent printings by placing on the bastard title the words "Second Impression" and so on.

Twenty years or so ago it used to be the habit, we think, of most publishers to date the first edition of Fall books the following year so that for instance a book might bear the date 1901 when it was copyrighted and first published in the Fall of 1900.

LITTLE, BROWN & CO.

With few exceptions we make no attempt to designate first editions.

Where we have brought out limited editions as well as trade editions of the same book we have sometimes indicated the first trade edition.

Price Problems Pressed

Trade Commission Report Will Aid Congress

Carl H. Claudy

Washington Correspondent

SENATOR CAPPER of Kansas proposes to seek early action on his "Fair Trade Act" (S 1418) as soon as Congress convenes in December. He has announced that the present investigation on resale price fixing by the Federal Trade Commission is developing evidence of great interest to proponents of this bill, and that of Representative Kelly, of Pennsylvania (H.R. 11) which is identical, and hearings upon which have been held before the House Committee on Interstate and Foreign Commerce.

The bills are of intense interest to publishers, because if they become law, a publisher can maintain legally the price of books; that is, cannot be called to account for any fair method of enforcing prices, by questioning the fact that the agreement to maintain prices is unlawful, against public policy or in restraint of trade, or in violation of any statute of the United States.

Omitting some of the minor provisions of the bill, and changing the word "commodity" to "book," that the book-trade may see how the bill affects them, the important part of the proposed law reads as follows:

BE IT ENACTED BY THE SENATE AND HOUSE OF REPRESENTATIVES OF THE UNITED STATES OF AMERICA IN CONGRESS ASSEMBLED,

"That no contract relating to the sale or resale of a book which bears the name of the producer and which is in fair and open competition with books of the same general class produced by others, shall be deemed to be unlawful, as against the public policy of the United States or in restraint of interstate or foreign commerce or in violation of any statute of the United States, by reason of any agreement contained in such contract—

(1) *That the dealer will not resell*

such book except at the price stipulated by the publisher and/or

(2) *That the dealer will require any other dealer to whom he may resell such book to agree that he will not in turn resell except at the price stipulated by such publisher.*

SEC. 2 *Any such agreement in a contract in respect of interstate or foreign commerce in any such books shall be deemed to contain the implied condition that such books may be resold without reference to such agreement—*

(1) *In closing out the owner's stock for the purpose of discontinuing dealing in such books:*

(2) *With prominent notice to the public that such books are damaged or deteriorated in quality, if such is the case; or*

(3) *By a receiver, trustee, or other officer acting under the orders of any court."*

It is specifically stated in both bills that the term "producer" means "grower, packer, maker, manufacturer OR PUBLISHER," and that the term "commodity" means any subject of commerce.

The passage of such a bill would go far to end cut price houses and the harm done legitimate bookselling by department stores anxious only to use priced merchandise to build up other business.

No Discount to Teachers

WILLIAMS & WILKINS COMPANY of Baltimore, publishers of scientific magazines and books in various fields, prints in the front of its current general catalog a statement entitled "The Reasons for One Price Policy." The firm believes that the system of regular discounts to teachers and workers in schools

and libraries must inevitably reflect itself in the list price of the books and therefore that such discounts have no actual effect on the total amount which such people must pay for their book material. It is therefore dropping all such privileges.

Its statement of the reasons for refusing discounts, as printed in the Williams and Wilkins Catalog, is as follows:

"Men and women at work in schools and colleges, libraries, and institutions are in the habit of receiving an 'educational' or 'library' discount from many of the publishers.

"No one is naïve enough to suppose that this privilege is 'given.' Discounts are accounted for in the list price of a book. If it were not so, books would not continue to be published.

"The Williams & Wilkins Company publishes only books of fundamental value to science, and its publications go almost wholly to those who by tradition receive a discount. It follows, then, that if a discount were allowed, almost its entire output would be sold at a special price. The process of establishing a price, discounting, and loading again would actually raise the price to the purchaser and the whole process becomes absurd.

"The costs of manufacture, advertising, distribution, and accounting are legitimate items in price-fixing, and the list price of a book is fair when they are accounted for. Only when an actual saving can be shown to exist in one or more of these factors is a change warranted.

"A discount to the booktrade is reasonable because the retailer assumes a part of the cost of distribution and buys in quantity. A discount for remittance with order is also justified by reason of the fact that such an order is actually handled at a lower cost.

"All other 'special discounts' are unwarranted and have proved in the experience of the company to be a disservice to the customer, rather than a benefit. Consequently they have been discontinued. In their place, a *one price policy* has been established, departed from only in the case of the trade, which receives the usual trade discount, and in the case of individuals and institutions which send cash with order, for which a discount of 5 per cent is allowed.

The "On Sale" Method

"FROM time to time the suggestion is made" says *The Publisher & Bookseller*, "that the system of sending books 'on sale or return' should be developed in England, because by its means some of the troubles of the booksellers would be mitigated; so it is not out of place to consider what its introduction and acceptance as one of the generally recognized methods of book distribution would involve.

"Books are, of course, being sent out on sale or return at the present time, but it is by arrangement between the individual publisher and bookseller and each case is taken on its merits. Anyone beginning business as a bookseller or wishing to develop an already existing business, cannot to-day say to himself: 'I shall need stock to the value say £1,000 and shall *certainly* be able to get a definite proportion of it, perhaps a quarter or a third, on sale or return, so shall not have to pay for it until it is sold,' as he would be justified in doing if the system were generally adopted by the trade.

"If it were introduced here to the extent to which it existed abroad before the war, it would mean that a proportion of the capital required in the bookselling business would be supplied by the publishers and not by the booksellers. In the case of the supposititious bookseller referred to above, of one-third of the stock here secured 'on sale or return,' he would be supplying £666 13s. 4d. of the capital and the publishers £333 6s. 8d., and the publishers would be obliged either to withdraw that amount from use in their publishing businesses, or increase their capital to the same extent.

"Of course, we all know that publishers are very tender hearted and philanthropically minded people, but it is hardly to be expected that they would undertake these financial operations without expecting some adequate return for them. Yet we do not remember ever having seen or heard a statement setting out how the publisher would receive interest on the capital he would be investing in the bookselling business of his customers. This is a point which would have to be very clearly demonstrated if the idea of giving books 'on sale or return,' as a rule instead of as an exception, ever comes to be seriously discussed.

"Then there is the question of the security of the capital which the publishers would under the system lend to the booksellers. If we are not mistaken, the law of this country provides that in the event of a bankruptcy the stock of the bankrupt forms part of his estate in bankruptcy no matter on what terms it may have been supplied to him. Therefore, if a bookseller holding stock on sale or return became bankrupt that stock would be liable to be sold to satisfy the claims of any preferential creditors who might exist and the publisher, who supplied the 'on sale' stock, might see it disposed of for that purpose and, as an unsecured creditor, receive little or nothing himself.

"Where sending 'on sale or return' is part of the recognised system of the book trade abroad, stock so consigned remains the property of the publisher and in the event of a business being wound up it must be returned to him and may not be disposed of in the interest of other creditors, and an alteration in our laws to this effect would be necessary before the system could be generally adopted here.

"It is interesting to note that in Germany where the system was very widely used before the war, it has almost disappeared, tho we understand that some publishers are again using it in a modified form, giving books on sale or return for final settlement once a year, with quarterly payments on account for books sold. But even when 'on sale or return' was a very general practice there the terms on which books were supplied tended to restrict its use with booksellers who looked carefully after their businesses. It worked somewhat in this way:

"When a book was published the bookseller ordered some copies 'on sale' and some to firm account, receiving the 'on sale' books at a lower rate of discount than those which he bought outright. If he sold the copies received 'on sale' he replaced them with copies bought to firm account, or for cash at even better terms; retaining the right when making his annual settlement to return, or by arrangement with the publisher carry forward 'on sale' the number originally had 'on sale or return.'

"This system meant, for the careful bookseller, that he kept his 'on sale' stock

at the lowest possible figure because he bought it at less good terms than the rest of his stock. For the publisher it had the decided drawback that he might send out a large part of an edition on sale and not know till the end of the year how many copies he would have to take back.

"In other countries where the system is in use somewhat different arrangements are adopted. The number of copies that may be sent out to any bookseller may be strictly limited, or the booksellers may be divided into two classes, those who may and those who may not receive books 'on sale or return'; but in every case the fact remains that the publishers are providing part of the capital with which the booksellers are carrying on their businesses.

"Another point on which there should be no ambiguity if the system were introduced here is this: If we remember that the giving of stock on sale or return is equivalent to the investment of capital by the publishers in the bookselling business, it is clear that the publisher is a partner in the business, tho his rights, duties and liabilities would be restricted, and as a partner he would be entitled to fair treatment. The greatest care would have to be exercised by the bookseller, the managing member of the partnership, to insure that stock 'on sale' should receive just as good treatment as stock for which hard cash had been paid.

"We have said nothing about the complications in book-keeping which the 'on sale or return system' can produce for both publisher and bookseller, but we have, we think, indicated that the adoption of the system, even if it proved to be desirable, would not be as simple an affair as some seem to think."

State Promotion of Literary Product

THE plan of the State of New Hampshire to lay emphasis, thru its publicity department, on the output of its authors, has proved a great success reports George H. Sargent, correspondent of the *Publishers' Weekly* and long resident in the Granite State. A special exhibit of the books held in two broad windows on the main street of Concord, the capital, attracted the attention of the thousands who use the Daniel Webster Highway.

In the Bookmarket

THERE is at last to be a printed version of "Peter Pan," Sir James M. Barrie's famous play in which Maude Adams delighted thousands of theatre-goers. The play has never before been in print. Barrie will do an introduction for the volume and there will also be numerous characteristic stage directions. ❀ ❀ ❀ Blair Niles, author of "Condemned to Devil's Island," *Harcourt, Brace*, is at present in Hollywood where she is working on a screen version of her book. ❀ ❀ ❀ Dan Totheroh, whose novelization of "Burlesque" from the play of Arthur Hopkins and George Watters will be published by *Doubleday, Doran* this fall, is also in Hollywood seeing that stories are not entirely rewritten between the time that they arrive as a book and depart as a movie. ❀ ❀ ❀

Among the books to be published this fall by the *Open Court Publishing Company*, is the Rhind Mathematical Papyrus, a translation of the earliest known Egyptian work on mathematics. It is being published for the Mathematical Association of America. This should be as good a time as any to correct a mistaken idea that seems

to be abroad that the *Open Court* is an occult publishing house. Its aim is to bring within reach of the educated public classical literature in the history of science, philosophy and religion. ❀ ❀ ❀ *Longmans, Green* has announced a book for next month which should have some quieting effect on those who are arguing pro and con about the recent books on India. It is "Living India," by Savel Zimand. Mr. Zimand comes with a triple recommendation for veracity. AE, who introduces the present volume, Paul Kellogg, and Charles A. Beard, all vouch for him. ❀ ❀ ❀

Allan Updegraff, author of "Whatever We Do," *John Day*, arrived in this country recently, and brought with him the manuscript of his new novel which will be published next year. ❀ ❀ ❀ An arrival in New York this week on the *Adriatic*, was Ellery Walter, whose autobiography "The World on One Leg," was published this week by *Putnam*. While on crew duty at college, Walter incurred an infection in his foot that necessitated amputation. In spite of this he has earned his way around the world and at the same time interviewed Lloyd George, Von Hinden-



Ellery Walter, whose book "Around the World on One Leg" is published this week, interviewing Mussolini

burg, Mussolini and other prominent people. He is to lecture thruout the country. * * *

The Book Dial of the Doubleday, Doran Book Shops, is filled this month with J. J. Lankes' handsome woodcuts. The exhibition of his work is being shown at present at the Barbizon in New York. "West-Running Brook," Robert Frost's book of verse which Holt will publish in October is to be decorated with his engravings. We are pleased to reproduce a self portrait of Mr. Lankes on this page. * * *

The author of the week seems to be Jim Tully. *A. & C. Boni* are issuing his new book, "Shanty Irish;" the dramatization of his novel "Jarnegan" opened in New York, Monday night; and the motion picture version of "Beggars of Life," was presented the preceding day at New York's petit Paramount theater. * * *

As a result of a nation-wide display contest on James Oliver Curwood's "The Plains Of Abraham," the Edward Madison Company of Montclair, New Jersey, has been awarded the first prize of one hundred dollars, the Hemingway Book and Antique Shop of Sarasota, Florida, has been awarded the second prize of seventy-five dollars, and the Burrows Brothers of Cleveland has been awarded the third prize of fifty dollars. The honorable mention prizes have also been awarded to the Morris Sandford Company of Cedar Rapids, Iowa, Brentano's of New York City, and the Lord & Taylor book shop of New York. The three judges of this contest were Mead Schaeffer, internationally famous artist who

did the illustrations for "The Plains Of Abraham," Frederic Melcher, editor of *Publishers' Weekly*, and Sidney Ring, well-known window designer, who has been responsible for the displays created by Saks Fifth Avenue Store, New York.

The contest was sponsored by Doubleday, Doran & Co., Inc. * * *

The Public Library of Jacksonville, Florida, brings to the attention of public libraries and booksellers a small book with the title, "The Two-Thirds Rule," which has been published by the author, Gilchrist B. Stockton. Much discussion has arisen regarding the two-thirds and unit rules in force at the Democratic National Convention and Mr. Stockton has brought together all the available data in one compilation. He is a graduate of Princeton, a Rhodes Scholar, a student of party politics and was a delegate from Florida to the



A self-portrait of Lankes—engraved on wood with an etching needle

Democratic convention at Houston. Only about one thousand copies are available and can be had by addressing Mr. Stockton, 1213 Barnett Bank Building, Jacksonville, Fla. A charge of twenty cents is made to cover the actual cost of printing and mailing. * * *

The city of Oakland has undertaken to honor the memory of Joaquin Miller, the California poet, and has dedicated at his old home, The Hights, where he lived from 1886 to 1913, a bronze tablet "To the poet of the Sierras." Mrs. Abbey Miller, widow of the poet, and his daughter Juanita were the honored guests of the occasion. Mrs. Miller gave a reading of "Columbus," his most famous poem. Mr. Miller will always be identified with Oakland.

Changes in Price

MOREHOUSE PUBLISHING CO.

The price of "The Eastern Church in the Western World," by Emhardt, et al., has been changed to \$1.25.

F. A. STOKES CO.

Glaspell. "The Glory of the Conquered," increased to \$2.50.

HARPER & BRO.

"The King of Melido," by Winifred Peck, and "St. David Walks Again," by Christine Joep-Slade, have been changed from \$1.60 to \$1.25.

Record of American Book Production, August, 1928*

CLASSIFICATION	New Publications			By Origin			
	New Books	New Editions	Pamphlets	English And other Foreign Authors			Total
				American Authors	American Manufacture	Imported	
Philosophy	10	2	1	7	1	5	13
Religion	36	1	7	36	—	8	44
Sociology, Economics ..	23	1	6	20	—	10	30
Law	6	1	—	6	—	1	7
Education	15	1	13	26	—	3	29
Philology	13	1	1	11	2	2	15
Science	16	6	6	21	—	7	28
Technical Books	14	5	2	18	—	3	21
Medicine	22	8	4	32	—	2	34
Agriculture	1	—	8	9	—	—	9
Domestic Economy	1	1	—	2	—	—	2
Business	8	1	2	11	—	—	11
Fine Arts	15	1	5	9	—	12	21
Music	8	2	—	3	—	7	10
Games	8	—	3	11	—	—	11
General Literature	17	6	1	22	1	1	24
Poetry—Drama	27	13	30	59	4	7	70
Fiction	99	37	—	109	18	9	136
Juvenile	64	30	—	77	9	8	94
History	26	2	4	18	1	13	32
Geography	21	1	—	14	1	7	22
Biography	43	9	1	27	9	17	53
Miscellaneous	1	1	2	3	—	1	4
	494	130	96	551	46	123	720

*In August, 1927, 522 new books, 145 new editions, 88 pamphlets, were recorded, a total of 755.

Personal Notes

ANDOR BRAUN of Vienna has just arrived in this country to join the staff of Simon & Schuster. He is to be in charge of the manufacturing of their books. For the past five years Mr. Braun has been head of the manufacturing department of Paul Zsolnay of Vienna.

C. RANDOLF WILSON of Dutton's Book-

store is now assistant buyer at the Stamford Bookstore, Stamford, Conn.

MISS DORA SCHMIEDING, manager of the book department at Joske Brothers Co., San Antonio, Texas, has severed her connections with that firm. Her present address is 225 West Craig Place.

GEORGE S. HARRAP of George G. Harrap & Co., Ltd., sails for New York on October 26th. His American address will be care of T. Y. Crowell & Co.

Business Notes

BERKELEY, CALIF.—Albert Dressler has opened The Pioneer Place at 2282 Fulton Street. Second-hand and Californiana.

DETROIT, MICH.—J. F. Sipes, 10 Ferris Avenue, H. P. has purchased the Book Nook, formerly located at 4650 Woodward Avenue.

MELBOURNE, AUSTRALIA.—The Standard Publishing Co., 497 Collins Street, is a firm largely interested in publishers' "remainders."

MINNEAPOLIS, MINN.—The Minneapolis School Supply Co., is now affiliated with the Eau Claire Book Co., in handling books for schools.

NEW YORK CITY—The business of the Frank Harris Publishing Company, 246 Fifth Avenue, will be continued by its Secretary and Treasurer, R. L. Thomson, as The Rare Bookcase at the same address. In addition to Frank Harris's works a rare and old book service, with limited and private press publications, will be maintained.

SAGINAW, MICH. — Miss Mary E. O'Reilly will open a bookshop and circulating library at 832 Hoyt Avenue, on October 1st.

SAN FRANCISCO.—David Magee, formerly with John Howell, is opening a shop for modern first editions and other collector's interests at 480 Post Street, adjoining the Post Street Bookshop. Mr. Magee has just arrived in New York this week from a buying trip to England.

September 29, 1928

Communications BOOK-STALLS

Editor, *Publishers' Weekly*:

I read with pleasure your article in the Sept. 8th number about book-stalls around Bryant Park. I am much interested in this plan, and I would like to see it carried out. I have written to the Department of Parks that this ought to be done. If there is too much traffic on the 42nd St. side, the 40th St. side would do very well, as not many people pass by there.

It is quite practicable. The city could charge a moderate rent for each stall; with rules about the size and so on. And this might in time be a rare attraction.

I wish book-sellers and book-lovers would write to the Park Department urging it.

E. W. JOHNSON.

MR. DENT'S MEMOIRS

Covent Garden, London, W.C.2

11th September, 1928.

Editor, *Publishers' Weekly*:

We rarely use controversial correspondence as a means of calling attention to ourselves, but the paragraph headed "Mr. Dent's Biography," contributed by your London correspondent to your issue of August 25th is of such unusual interest to us that perhaps we may be excused for writing to you on the subject.

Strictly speaking the book is an autobiography, having been written originally by the late J. M. Dent a few years before he died. It was printed privately for distribution amongst his particular friends and he had no intention of publishing it.

The "Memoirs" as they will be issued to the public have been edited by Hugh R. Dent, not written by him. The changes he has made consist chiefly of an introduction, some notes and a terminal chapter, so that the story of J. M. Dent's rise from the position of a journeyman bookbinder to that of one of the foremost English publishers will, in fact, be told by J. M. Dent himself.

J. M. DENT & SONS, LTD.

THE FANFROLICO PRESS

Five Bloomsbury Square, London,

Sept. 11, 1928.

Editor, *Publishers' Weekly*:

In your number dated Aug. 25th, you have a note in the English News stating

that George Roberts has started the Fanfrolico Press. This is incorrect. The Press is run by P. R. Stephensen and myself; and Mr. Roberts has no direct association with it. He however has printed for us two books: "Loving Mad Tom," a Collection of Bedlamite Verse, with a preface by Robert Graves and "Helen Comes of Age," three verse plays by Jack Lindsay. I trust that you will correct this error.

JACK LINDSAY.

THE BOOK CLUB OF TEXAS

New Mexico Book Store,

Albuquerque, New Mexico.

Editor, *Publishers' Weekly*:

Situated as we are here in the Southwest, rather far from any publishing center, we have thought often of the possibility of Southwestern books being published in this section. The thought was strengthened by the outstanding success of "The Saga of Billy the Kid."

Therefore, it may interest other small town booksellers to know our experience with "Law and Order, Ltd." which has just been published by the Santa Fe New Mexican Publishing Corporation. It is the life story of Elfego Baca, a romantic character of the Southwest and the first Spanish-American to win fame in literature. It is written—and very ably so—by Kyle S. Crichton. We understand that Mr. Crichton sacrificed a chance for New York publication for the sake of discovering whether a Southwestern book would have a chance for financial success if published in the Southwest. From our point of view it has been a wonderful success. Our first day's sale was 150 copies—and that for a \$2.50 book during the hot month of July! It has had a steady sale ever since, and we are informed by the publishers that the book has caught on surprisingly thruout the country.

The Santa Fe Publishing Corporation has little money for advertising, and has had to depend on direct mail contact with the booksellers. In some cases where their appeal hasn't done much good something else has. Scribner's, for example, paid no attention to the announcement of the book until a customer ordered it. There was a wild scramble then to locate the publisher, the announcement having been thrown in the waste basket.

Our interest in the national success of "Law and Order, Ltd." lies in the fact that it is a unique book and a good book and also that if it goes we shall have other books locally printed. We can say with fervor that sectional publishing is a very wonderful thing. We advise all booksellers to look favorably on local attempts at publishing. If they have our luck, they may find a very lovely antidote for the summer—and perhaps even the winter—book slump.

Yours truly,
JAMES P. THRELKELD.

Obituary Notes

HENRY ROBERT PLOMER

HENRY ROBERT PLOMER died on August 20th in his seventy-second year. He was the author of an important list of books on English bibliographical history, and all investigators in the field of English publishing have been his debtors. Nearly all his life was devoted to research, principally in the record office of the British Museum. In 1905 the Bibliographical Society published "A Century of the English Book Trade" by Gordon Duff, which listed all the printers, stationers, book binders and others connected with the trade from the first dated book in 1457 to 1557, the date of the founding of the Company of Stationers. This book of Mr. Duff's was followed in 1907 by Mr. Plomer's "Dictionary of all the Booksellers and Printers Who Were at Work in England, Scotland and Ireland from 1641-1667," thus filling the gap between the Stationers' Registers and the term catalogs as edited by Arber. In 1910 the gap between Duff's volume and this one was filled with a volume entitled "A Dictionary of Printers and Booksellers in England, Scotland and Ireland and of Foreign Printers of English Books, 1557-1640." The general editor was R. B. McKerrow, but the preface says that by far the greatest part of the book is from Henry Robert Plomer. In 1922 he issued a continuation of his "Dictionary of Printers and Booksellers from 1568 to 1725 with the help of those who had worked on the previous book, and a continuation down to 1776 has been in progress and was in proof sheet form at the time of Mr. Plomer's death.

During all these years of investigation Mr. Plomer wrote many articles based on his discoveries and research and in addition published "A Short History of English Printing, 1476-1898," a familiar volume which he contributed to Pollard's "English Bookman's Library" issued in 1900. In 1924 he published thru the Grafton Press, "English Printers' Ornaments," in 1925, "Wynkyn de Worde and His Contemporaries from the Death of Caxton to 1535," and in the same year his volume on William Caxton contributed to the *Roadmender Series*. To the volume entitled "Printing: A Short History of the Art," edited by R. A. Peddie and published by the Grafton Press in 1927, he contributed a chapter on English printing. Such a long record of investigation and printed records places all subsequent literary investigators and those interested in publishing history under lasting obligations to this indefatigable English scholar.

HALDANE MACFALL

HALDANE MACFALL, according to belated word just received in this country, died several years ago after attacks of gallstone. Major Macfall was born in Warrington, England, in 1860. After completing his education he served with the British Army in Jamaica and West Africa. Altho he retired from the army in 1892, he fought in the European war. He was well-known as a novelist, but better known as an art critic and artist. His best known work is "The Wooings of Jezebel Pettyfer," a story of negro life in Jamaica. His other books include "Whistler," "The French Pastellists of the Eighteenth Century," "History of Painting," "The Nut in War," "Battle," "Germany at Bay," "The Perfect Lady," "The Splendid Wayfaring," "The Book of Lovat," "The Three Students," and "Aubrey Beardsley." In 1914 Major Macfall was awarded the Civil List pension in literature.

C. R. RIVINGTON

CHARLES ROBERT RIVINGTON of London died on August 22nd in his eighty-second year. He was a leading authority on the laws of copyright, and was for many years solicitor to the Publishers' Association of Great Britain and Ireland.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Herbert

Rogues fall out. 315p. D c. Phil., Lippincott \$2

A new "Jimmie Haswell" detective story in which a problem of kidnapping, murder, and suicide must be solved.

Aiken, Conrad Potter

Costumes by Eros. 266p. D '28, c. '27, '28 N. Y., Scribner \$2

Short stories actuated by love in different guises.

Aristophanes

The plays of Aristophanes; tr. by Arthur S. Way. 406p. D '28 N. Y., Macmillan \$3.50

Baker, Margaret

The water elf and—the miller's child. no p. il. obl. S. c. N. Y., Duffield \$2

A folktale for little children written and illustrated by the sisters who have made "Four Times Once Upon a Time" "The Pixies and the Silver Crown" and others.

Baldwin, May

Rooni; a story of school girls in Nice. 272 p. il. D [n. d] Phil., Lippincott \$2

Barnes, Harry Elmer

Living in the twentieth century; a consideration of how we got this way. 392p. (bibls.) diagrs. O [c. '28] Ind., Bobbs-Merrill \$3.50

The enormous changes in our intellectual and material life during the past half-century are forcefully described herein.

Barry, Charles, pseud.

The detective's holiday. 292 p. D (Popular copyrights) ['26] N. Y., Grosset 75 c.

Beaverbrook, William Maxwell Aitken, 1st baron

Politicians and the war, 1914-1916. 326p. (bibl. footnotes) il. O c. Garden City, N. Y., Doubleday, Doran \$5

Some heretofore untold tales about leading Englishmen of the war period.

Bedford-Jones, Henry [John Wycliffe, pseud.]

D'Artagnan; the sequel to The three musketeers. 312p. D c. N. Y., Covici, Friede \$2.50

Further adventures of Athos, Porthos, Aramis and D'Artagnan developed from an incomplete manuscript of Dumas.

Beebe, William

Beneath tropic seas; a record of diving among the coral reefs of Haiti. 247p. il. (col. front.), diagr. O c. N. Y., Putnam \$3.50

In which the author recounts the adventures and discoveries of the Haitian expedition in exploring the floor of the Gulf of Gonave.

Beerbohm, Max

A variety of things. 278p. O c. N. Y., Knopf \$3

A fantastic moral tale, essays, two fairy stories, a play, a parody, and memoirs both real and imaginary by one of the most sophisticated of modern authors.

Belloc, Hilaire

James the second. 297p. front. (por.) O c. Phil., Lippincott \$4

In which the traditional idea of James II as a failure is challenged.

Ames, J. Quincy

Lay leadership in the Young Men's Christian Associations. 56p. O (Changing Y. M. C. A. ser., mon. 7) c. Chic., Young Men's Christian Ass'n College pap. 50 c.

Anderson, William, and Glidden, Sophia Hall

A system of classification for political science collections, with special reference to the needs of municipal and governmental research libraries. 188p. O (Bur. for research in gov. of Univ. of Minn., pub'n no. 8) '28 Minneapolis, Univ. of Minn. Press apply

Appendix to First grade manual for The child's own way series. 30p. il. S c. Chic., Wheeler pap. apply

Baldwin, Bird T.

The young child. 34p. front. S (Reading with a purpose) c. Chic., Amer. Lib. Ass'n pap. 35 c.; cl. 50 c.

Bible Willis Beeler

Teaching the use of the dictionary. 33p. O (Tennessee State Teachers College; bull. new ser., v. 17, no. 3) ['28] Johnson City, Tenn., Tenn. State Teachers College apply

Bovard, John Freeman, and Cozens, Frederick W.

The "leap-meter"; an investigation into the possibilities of the Sargent test as a measure of general athletic ability. various p. diagrs. O (Univ. of Ore. pub'n, Physical ed. ser., v. 1, no. 2) ['28] Eugene, Ore., University of Oregon apply

Bennet, Robert Ames

The tenderfoot. 361p. D c. Chic., McClurg \$2

A veteran of the recent war takes up sheep-raising in the middle west for purposes of recuperation, but finds there is more excitement in the work than he had thought.

Bonner, Mary Graham [Mrs. Eugene Edward Early]

Magic journeys. 286p. il. (pt. col.), maps (col.) O [c.'28] N. Y., Macaulay \$2.50

Animated geography for boys and girls of the marvels of Europe, Africa and Australia.

Boyd, James

Drums. 421p. il. (pt. col.) O [c.'25,'28] N. Y., Scribner \$2.50

A new edition of Boyd's novel of the American Revolutionary days illustrated by N. C. Wyeth.

Brock, Lynn, pseud. [Alister McAllister] [Anthony Wharton, pseud.]

The slip-carriage mystery. 322p. diagr. D c. N. Y., Harper \$2

Sir William Ireland, a wealthy Englishman, was found murdered in a railway carriage. Colonel Gore was called upon to solve the case one year after.

Bruce Henry Addington Bayley

Woman in the making of America; new rev. ed. 358p. (bibl. footnotes) il. D '28 c. '12, '28 Bost., Little, Brown \$2.50

Bryan, George Sands

Edison; the man and his work. 350. (7p. bibl.) il. O (Star ser.) [c.'26] Garden City, N. Y., Garden City Pub. Co. \$1

Burnside, William

Theory of probability. 136p. (bibl. footnotes) O '28 [N. Y. Macmillan] \$3.50

Burroughs, Edgar Rice

Tarzan, lord of the jungle. 377p. il. D c. Chic., McClurg \$2

In which Tarzan rescues the Princess Guinalda.

Calverton, V. F.

The bankruptcy of marriage. 341p. (bibl. footnotes) D c. N. Y., Macaulay bds. \$3

A discussion of modern points of view on marriage, what they have already accomplished in Europe, and what they are likely to lead to in the future.

Campbell, Dugald

On the trail of the veiled Tuareg. 282p. il., map O [n. d.] Phil., Lippincott \$6

"An account of these mysterious nomadic warriors whose home is the trackless desert and whose history fades into the far past."

Canaan, Edwin

An economist's protest. 438p. O '28 N. Y., Adelphi \$5

Carpenter, Oliver Clinton

Debate outlines on public questions; 6th rev. ed. 248p. (bibl.) D c. N. Y., Minton, Balch \$2.50

Carr, Kent

The lord of the Korean hills. 296p. il. D [n. d.] Phil., Lippincott \$2

A dangerous plot against the English Royal Family is uncovered and punished by two young Englishmen who follow their clues into the heart of Korea.

Carryl, Charles Edward

Davy and the goblin. 205p. il. (pt. col.) O (Riverside b'kshelf) '28 c. '84-'28 Bost., Houghton \$2

Chamberlain, George Agnew

The silver cord. 389p. D (Popular copyrights) [c.'26,'27] N. Y., Grosset 75 c.

Christie, Mrs. Agatha Miller

The big four. 276p. D (Popular copyrights) [c.'27] N. Y., Grosset 75 c.

Clark, Imogen

Old days and old ways. 306p. (2p. bibl.) il. (col. front.) D [c.'28] N. Y., Crowell \$2

Manners and customs of Colonial America with stories of the childhood of some famous Americans.

Collett, Anderson, and Emerson, John O.

Get wise to yourself! 91p. il., diagrs. D c. N. Y., Ives Washburn \$1.25

Character analysis in an amusing manner thru physical traits and gestures.

Connington, John Jervis, pseud. [Alfred Walter Stewart]

Death at Swaythling Court. 295p. D (Popular copyrights) [c.'26] N. Y., Grosset 75 c.

Conover, Elbert M.

Building the House of God. 217p. (3p. bibl.) il., diagrs. O [c.'28] N. Y., Methodist B'k \$2.50

A discussion of the important points for consideration in church erection.

Cooper, James Fenimore

Gleanings in Europe: France; ed. by Robert E. Spiller. 429p. front. D '28 N. Y., Oxford \$3.50

Cowles, Florence A., comp.

Seven hundred sandwiches [recipes]. 255p. D c. Bost., Little Brown \$1.75

Crane, Nathalia Clara Ruth

Venus invisible; and other poems. 90p. il. O c. N. Y., Coward-McCann bds. \$2.50

A fifth volume of poetry by a fifteen-year-old, who, as a precocious child of nine, first wrote of her love for the Janitor's boy.

Brouillette, J. Walter, and others

A comparative study of the school progress of foreign-speaking children and English-speaking children in the early elementary grades; based on experiments in certain communities in Louisiana. 64p. diagrs. O [c.'28] Chic., Scott, Foresman apply

How to teach foreign-speaking beginners to speak and to read English; a manual for use with the Elson hand chart and primer. 42p. D [c.'28] Chic., Scott, Foresman pap. 25 c.

Brownell, William A.

The development of children's number ideas in primary grades. 254p. (bibl. footnotes) diagrs. O (Supplementary educ. monographs, no. 35) [c.'28] Chic., Univ. of Chic. pap. \$1.50

Burling, Beverly B.

Preparatory electricity; pt. 1, a manual for junior high schools, technical high schools, and introductory courses in applied electricity; loose leaf shop manual. no p. diagrs. Q [c.'28] Milwaukee, Bruce Pub. Co. pap. 75 c.

Cameron, James

The development of governmental forest control in the United States. 479p. (26p. bibl.) O (Inst. for Gov't Research; Studies in administration) '28 Balt., Johns Hopkins buck. \$3

Cruikshank, Ramona G.

Church music. various p. O (Culver-Stockton Quarterly, v. 4, no. 3) '28 Canton, Miss., Culver-Stockton College pap. apply

Crowther, J. G.
Science for you. 251p. D (Science for you)
'28 N. Y., Brentano's \$2.50
Some of the recent scientific theories discussed
in terms intelligible to the layman.

Davidson, Norman James
The romance of modern travel. 320p. il.,
maps D ['28] Phil., Lippincott \$3
Travellers' accounts of exploration, adventure and
sport in all parts of the world during the past fifty
years.

Davies, H. A.
An outline history of the world. 576p. il.,
maps D '28 N. Y., Oxford \$2.50

Dibble, Roy Floyd
Mohammed. 257p. O (Star ser.) [c.'26]
Garden City, N. Y., Garden City Pub. Co. \$1

Drake, H. B.
The shadowy thing. 329p. D c. N. Y.,
Macy-Masius: Vanguard Press \$2
Showing the horrible lengths to which a mysterious
power of evil can go in man.

Dunbar, Aldis
Once there was a prince. 302p. il (col.
front.) D c. Bost., Little, Brown \$2
A story for boys and girls telling how Prince
Lillo of Montaroya champions the cause of his op-
pressed people against his prime minister.

Ebner-Eschenbach, Marie von
Die Kapitalistinnen und zwei andere Nov-
ellen; ed. by Clifford E. Gates. 137p. D
(Croft's German ser.) c. N. Y., F. S. Crofts
\$1.20

Entwistle, Mary, and Harris, Elizabeth
The call drum; African stories and studies
for primary children; teachers ed. 138p. (6p.
bibl.) il. D [c.'28] N. Y., Friendship Press
bds. 75 c.

The sheet of illustrations attached to the back
page of this book may be had separately for 10 c.
The story book edition, illustrated, for the use of
pupils, may be had for 60 c.

Farington, Joseph
The Farington diary; ed. by James Greig;
v. 7 (June 10, 1811, to December 18, 1814)
321p. il. O ['27] [Garden City], N. Y., [Dou-
bleday, Doran] \$7.50

Faris, John Thomson
The romance of forgotten men. 327p. (4p.
bibl.) il. O c. N. Y., Harper \$6
Biographies of less well known pioneers whose
achievements helped in building our country.

Farnol, Jeffery

Guyfford of Weare. 365p. D c. Bost., Lit-
tle, Brown \$2.50
An eighteenth century romance concerning Sir
Richard Guyfford and Helen D'Arcy.

**Ferris, Helen Josephine [Mrs. Albert B. Tib-
bets], comp.**

Adventure waits; a book of adventure sto-
ries for girls. 309p. il. O [c.'28] N. Y., Har-
court \$2.50

Stories about girls of beauty and courage told by
Sir A. Conan Doyle, Joseph Conrad, Balzac, Konrad
Bercovici, Zona Gale and others.

Fisher, Irving

The money illusion. 200p. D '28 N. Y.,
Adelphi Co. \$2

Fletcher, Joseph Smith

The missing chancellor. 289p. D (Popular
copyrights) '27 c. '26, '27 [N. Y., Grosset] 75 c.

Flournoy, Mary H.

Essays: historical and critical. 96p. S c.
Balt., Norman, Remington \$1

Fuller, Halsey Oakley

Halsey in the West Indies. 195p. il. D c.
N. Y., Putnam \$1.75

The diary of a boy who spent a winter in the
West Indies and included shark fishing and taran-
tula hunting among his sports.

Gall, Alice Crew, and Crew, Fleming H.

The adventures of Toby Spaniel. 172p. il.
(pt. col.) O c. N. Y., Duffield \$2

The adventures at sea of a young and dashing
spaniel told for little children.

Gollock, Georgiana A.

Sons of Africa. 251p. (bibl. footnotes) map
O [c.'28] N. Y., Friendship Press bds. \$1.50
Biographical sketches of some outstanding negro
Africans.

Gore, Charles, D.D.

Christ and society; Halley Stewart lec-
tures, 1927. 218p. (bibl. footnotes) D c. N. Y.,
Scribner \$2

That the present state of society needs a reform
which must come thru the spirit.

Grady, William E., and Wade, John E.

Modern English series, b'k 5. 466p. il. D
c. N. Y., Longmans 88 c.

Great Britain; essays in regional geography
by twenty-six authors; introd. by Sir E. J.
Russell; ed. by Alan Grant Oglivie. 516p.
(bibl. footnotes) maps, diagrs. O '28 [N. Y.,
Macmillan] \$7

[Empire Typesetting Co.]

The Empire type book: specimens of type faces.
32p. il. O c. '28 [Chic., Lake Shore Press, 660 N.
Wells St.] apply

Foster, John Buckingham

How to bat; correct position, grip, poise and
swing in word and diagram. 107p. il, diagrs. S
(Spalding "Red Cover" ser., no. 80R) c. '28 N. Y.,
Amer. Sports Pub. Co. pap. apply

How to catch and how to run bases. 145p. il.
diagrs. S (Spalding "Red Cover" ser., no. 96R)
[c.'28] N. Y., Amer. Sports Pub. Co. pap. apply

Furfey, Paul Hanly

The measurement of developmental age. 40p.
(bibl.) diagrs. O (Educ. research bull., v. 2, no. 10)
[c.'28] Wash., D. C., Catholic Educ. Press apply

Gunther, Erna

A further analysis of the first Salmon Ceremony.
various p. (2p. bibl.) map O (Univ. of Wash. pub'ns
in anthropology, v. 2, no. 5) '28 Seattle, Wash.,
Univ. of Wash. Press pap. 50 c.

Cushny, Arthur Robertson

A text-book of pharmacology and therapeutics; or,
The action of drugs in health and disease; 9th ed.
by C. W. Edmunds and J. A. Gunn. 743p. (bibls.)
il. diagrs. O '28 Phil., Lea & Febiger. \$6

Dransfield, Jane

Blood o' kings; a play in one act. 26p. D [c.'23,
'28] N. Y., S. French pap. 35 c.
Joe; a Hudson Valley play in one act. 33p. D
[c.'23, '28] N. Y., S. French pap. 35 c.

Dorchester, Dr. Frank E.

Psycho-physio-kinesiology; the new health and
efficiency science. 254p. il. diagrs. D [c.'28] Bost.,
Christopher Pub. House. \$3

Emery, Frederic Barclay

The violinist's encyclopedic dictionary; contain-
ing the explanation of more than 4,500 words,
phrases, signs, references, etc., foreign as well as
English used in the study of the violin, etc.; 3rd
ed. enl. 331p. il. diagrs. D [c.'28] Chic., Violin
Literature Pub. Co., 331 W. Ohio St. flex. fab. \$3

Grove, Frederick Philip

Our daily bread; a novel. 395p. D c. N. Y., Macmillan \$2

John Elliott devotes his life to founding a family on a farm in the Canadian Prairies, only to watch its members grow beyond his reach.

Groves, Ernest Rutherford

The marriage crisis. 253p. D c. N. Y., Longmans \$2

The pros and cons of trial marriage and divorce, and an analysis of the relation today between new social values and the established idea of marriage.

Guptill, Arthur L.

Drawing with pen and ink; and a word concerning the brush; introd. by Franklin Booth. 443p. il. (pt. col.) diags. Q c. N. Y., Pencil Points Press \$8.50

Based partly on lectures given by the author at Pratt Institute, and on his experience as a professional illustrator. This book offers practical instruction in pen drawing with illustrative examples by well-known artists.

Hamsun, Knut

The women at the pump; tr. by Arthur G. Chater. 421p. O c. N. Y., Knopf \$3

Life in a small Norwegian shipping town centered about the figure of Oliver whose indomitable spirit never wavered in the face of many calamities.

Harvitt, Hélène Josephine, and Young, Thomas Hugh, eds.

Nouveaux contes divers; with notes, questionnaires, and exercises in grammar and syntax. 242p. S [c.'28] N. Y., Scribner \$2.50

Headlam-Morley, Agnes

The new democratic constitutions of Europe; a comparative study of post-war European constitutions. 306p. D '28 N. Y., Oxford \$3.50

Heine, Heinrich

Heine's prose; introd. and notes by Albert B. Faust; rev. ed. 477p. (9p. bibl.) front. (por.), map D (Crofts' German ser.) c. N. Y., F. S. Crofts \$1.50

Helfferich, Karl

Money; ed. by T. E. Gregory; 2 v. O '28 N. Y., Adelphi Co. \$12.50

Hendryx, James Beardsley

Gold—and the Mounted. 284p. D c. Garden City, N. Y., Doubleday, Doran \$2

Murder for gold, the Northwest Mounted on the trail, and Mary McLeod, whose father is falsely accused at first.

Hermine, Empress

An empress in exile; my days in Doorn. 319p. il. O [c.'28] N. Y., J. H. Sears \$5

The life of the ex-Kaiser and his family during the past ten years of exile at Doorn are revealed personally by the Empress.

Hirsch, Nathaniel David Matron

An experimental study of the east Kentucky mountains; a study in heredity and environment; various p. O (Genetic psychology monographs, v. 3, no. 3) c. '28 Worcester, Mass., Clark Univ. apply

Howes, Mrs. Ethel Dench Puffer, and Beach, Dorothy

The co-operative nursery school; what it can do for parents. 74p. il. diagra. O (Inst. for Co-ordination of Women's Interests, pub'n 3) '28 Northampton, Mass., Smith College apply

Hogan, John Vincent Lawless

The outline of radio; new and rev. ed. 285p. il., diags. D (Useful Knowledge b'ks) '28 c. '23-'28 Bost., Little, Brown \$2

Holloway, Edward Stratton

American furniture and decoration, colonial and federal. 191p. il., diags. O c. Phil., Lippincott \$5

Hough, Walter

The story of fire. 206p. il. O c. Garden City, N. Y., Doubleday, Doran \$2

For boys and girls.

Huston, McCready

Dear Senator. 332p. D [c.'28] Ind., Bobbs-Merrill \$2.50

How an actress helped a boy, starting his career as a lawyer in a mid-western town, become a senator.

Hyde, Robert

Young family. 229p. D [c.'28] N. Y., Payson & Clarke \$2.50

How a young professor of economy who marries a widow, thereby incurring a family of three children and a staff of servants, eventually wins his way back to his pre-marriage ideals of economy.

Hyma, Albert

A short history of Europe, 1500-1815. 508p. (18p. bibl.) maps (pt. col.) O c. N. Y., F. S. Crofts \$3.50

Irwin, Inez Haynes [Mrs. Will Irwin]

P. D. F. R. 368p. D c. N. Y., Harper \$2

How Margaret Rhodes, on her return from Africa after twenty-five years, helps her niece whom she finds very modern, young and of New York.

Jansen, Werner

The light of Egypt; tr. by William A. Drake. 307p. D c. N. Y., Brentano's \$2.50

A portrayal in popular style of the great Biblical figure, Moses.

Jenness, Mary

Meet your United States; for leaders of intermediate groups. 176p. D [c.'28] N. Y., Friendship Press bds. \$1; pap. 60 c.

Suggestions for managing and interesting a group of boys and girls of about high school age.

Johnson, Evelyn, and Palmer, Gretta

Murder; thirty-two thrilling crimes. 285p. diags. D c. N. Y., Covici, Friede \$1.00

Crime stories pruned of everything but the facts necessary for their solution, which is left for the reader to work out. Correct solutions may be found in a sealed envelope accompanying the book.

Johnston, Sir Harry Hamilton

The story of my life. 504p. il. O (Star ser.) [c.'23] Garden City, N. Y., Garden City Pub. Co. \$1

Jones, Ellis O.

Bridge, auction and contract with bidding and play that wins. 110p. diags. S c. '28 Cleveland, O., Arthur Westbrook Co. pap. 25 c.

Jones, Harold Ellis

Psychological studies of motion pictures; II. Observation and recall as a function of age. various p. (bibl. footnotes) diags. O (Univ. of Cal. pub'ns in psychology, v. 3, no. 6) '28 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

September 29, 1928

1363

Joos, Dorothy Heslop

The Golden Prince. 129p. il. (pt. col.) Q
N. Y., Duffield \$2
A fairy tale about Clara and her narrow escape
to fairyland from the witches who had kidnapped
her.

Kant, Immanuel

Kant's critique of theological judgment; tr.
by J. C. Meredith. 306p. D '28 N. Y., Oxford
\$4.25

Kenyon, Theda

Jeanne. 335p. (3p. bibl.) D c. N. Y., Ives
Washburn \$2.50
A fifteenth century love story—that of Jeanne
d'Arc, Maid of Orleans.

Keyhoe, Donald E.

Flying with Lindbergh. 314p. il., map O c.
N. Y., Putnam \$2.50
The story of Lindbergh's second odyssey told by
his aide.

King, Stoddard

Listen to the mocking-bird. 123p. D '28
c. '25-'28 Garden City, N. Y., Doubleday,
Doran \$1.50
More light rhymes from the author of "What the
Queen Said."

Kneeland, Clarrissa Abela

Smugglers' Island. 354p. il. (pt. col.) O
(Riverside b'ks shelf) '28 c. '15, '28 Bost.,
Houghton \$2
Five children are marooned on an island off the
coast of Mexico.

Knight, Melvin Moses, and others

Economic history of Europe [ed. combining
pts. I and II]. 822p. (bibls.) maps (pt. col.)
diags. O [c. '26, '28] Bost., Houghton \$4.50

Lamb, Harold

Tamerlane; the earth shaker. 340p. (16p.
bibl.) il., map O c. N. Y., McBride \$4
A biography, drawn from ancient chronicles and
records, of Timur known as "The Lame," a dominant
and merciless Asiatic of the fourteenth century.

Lane, Jeremy

Like a man. 283p. D c. N. Y., Ives Wash-
burn \$2
Excitement aplenty with Jack Lennon in the
Texas oil country.

Lansing, Marion Florence

Great moments in exploration. 291p. (bibl.
footnotes) il. O c. Garden City, N. Y., Dou-
bleday, Doran \$2.50
Stories of the great explorers and travelers of
all time for boys and girls.

Lascelles, E. C. P.

Granville Sharp and the freedom of slaves
in England. 160p. il. O '28 N. Y., Oxford
\$3.50

Lauder, Sir Harry MacLennan

Roamin' in the gloamin'. 300p. il. O c.
Phil., Lippincott \$3.50
Reminiscences of the life of the famous Scotch
singer.

Laveille, Monsignor A.

A life of Cardinal Mercier; tr. by Arthur
Livingstone. 251p. (5p. bibl.) front. (por.)
D [c. '28] N. Y., Century \$2.50
The well-loved Belgian Cardinal's life written by
a compatriot.

Lawrence, Thomas Edward

Revolt in the desert. 347p. front. (por.),
map O (Star ser.) [c. '26, '27] Garden City,
N. Y., Garden City Pub. Co. \$1

Leach, Rev. William H.

Church finance; raising, spending, account-
ing. 224p. (bibl. footnotes) diags. D c.
Nashville, Tenn., Cokesbury Press \$2.25

Lee, Umphrey.

The Lord's horseman. 369p. (bibl. foot-
notes) D [c. '28] N. Y., Century bds. \$2.50
John Wesley, the man, portrayed in the perspec-
tive of his own time.

Lehmann, Rosamond [Mrs. Leslie Runciman]

Dusty answer. 348p. D (Novels of distinc-
tion) [c. '27] N. Y., Grosset \$1

Lloyd, Harold

An American comedy; acted by Harold
Lloyd, directed by Wesley W. Stout. 211p. il.
O c. N. Y., Longmans \$2.50
Harold Lloyd's story of his rise to fame.

Lofthouse, W. F.

Israel after the exile, sixth and fifth cen-
turies B. C. 280p. D '28 N. Y., Oxford
\$1.50

Lowndes, Marie Adelaide Belloc [Mrs. Fred-
erick Sawrey Lowndes]

What really happened. 317p. D (Popular
copyrights) '27 c. '26 [N. Y., Grosset] 75 c.

Lunn, Arnold Henry Moore [Sutton Croft
and Rubicon, pseud.]

Switzerland; her topographical, historical,
and literary landmarks. 320p. (bibl. foot-
notes) il. (col. front.), map S (Kitbag travel
b'ks) c. Garden City, N. Y., Doubleday,
Doran \$2

McKnight, George Harley, and Emsley, Bert

Modern English in the making. 602p. (bibl.
footnotes) il. O c. N. Y., Appleton \$4
The development of the English language since
the fourteenth century pointing out the influences
of various trends in literature and of individuals
on the growth of the language.

Lowther, Minnie Kendall

Friendship hill, home of Albert Gallatin. 63p. il.
D [c. '28] Morgantown, W. Va., Friendship Hill
Ass'n apply

McAfee, Joseph Ernest

Community types and programs. 32p. D (Com-
munity religion, b'klet no. 1.) [c. '28] N. Y., Com-
munity Church of N. Y., 12 Park Ave. pap. 25 c.
Religion without a church. 32p. D (Community
religion b'klet no. 2.) [c. '28] N. Y., Community Church
of N. Y., 12 Park Ave. pap. 25 c.

Krampmeier, Roland, ed.

Contemporaries. 260p. S '28 Vinton, Ia., Prof.
C. Woodman \$2

Lambert, R. E. A.

You can be wealthy too and here's how. 101p.
O [c. '28] [Williamstown, Mass., Author] apply

Laux, Rev. John

A course in religion for Catholic high schools and
academies; pt. I, Chief truths of faith; pt. II, The
Sacraments; pt. III, Christian moral. 94p.; 99p.;
11p. D c. N. Y., Benziger Bros.
pap. pts. I & II 56 c.; pt. III 64 c.

McSpadden, Joseph Walker [Joseph Walker, pseud.]

Indian heroes. 319p. il. (pt. col.) D [c.'28] N. Y., Crowell \$2
Stirring episodes of Indian life in the pioneer days, told from the Indian's point of view. For boys.

Malcolm-Smith, E. F.

Patriots of the nineteenth century. 223p. (bibls.) il. D '28 N. Y., Longmans \$1.35
Short biographies of outstanding figures in Europe of the early 19th century whose lives have been heretofore inaccessible for the use of the average student.

Manhood, H. A.

Nightseed; and other tales. 366p. D c. N. Y., Viking Press \$2.50
Sixteen stories of unusual imagination, both lyrical and gruesome.

Mannin, Mrs. Ethel Edith

Green willow. 368p. D c. Garden City, N. Y., Doubleday, Doran \$2
The lives of Michael and of his sister Lynette who grow up under the shadow of an old willow tree.

Marlowe, Christopher

The tragical history of Doctor Faustus; ed. by A. H. Sleight. 77p. S '28 N. Y., Macmillan 60 c.

Martin, Everett Dean

The meaning of a liberal education. 330p. O (Star ser.) [c.'26] Garden City, N. Y., Garden City Pub. Co. \$1

Martyr, Weston

The perfect ship; and how we built her. 324p. front., diags. O '28 N. Y., Ives Washburn \$3.50
On building a long dreamed of schooner.

Matheson, P. E.

The life of Hastings Rashdall, D.D. 280p. il. O '28 N. Y., Oxford \$6

Mathews, Basil Joseph

Black treasure; the youth of Africa in a changing world. 114p. maps D [c.'28] N. Y., Friendship Press 75 c.; pap. 50 c.

Mauro, Philip

The gospel of the Kingdom; with an examination of modern dispensationalism. 258p. (bibl. footnotes) D [c.'28] Bost., Hamilton Bros. \$2

Mitchell, Edwin Valentine, ed.

The Newgate calendar; comprising interesting memoirs of the most notorious characters who have been convicted of outrages on the laws of England; introd. by Henry Savage. 265p. il. O (Star ser.) [c.'26] Garden City, N. Y., Garden City Pub. Co. \$1

MacCurdy, George Grant

Prehistoric man. 45p. il. S (Reading with a purpose) c. Chic., Amer. Lib. Ass'n pap. 35 c.; cl. 50 c.

Marshall, Percival, ed.

Wonderful models, the romance of the world in miniature, and a complete encyclopedia of model-craft covering all branches of model-making; 2 v. 1100p. il. O [n.d.] N. Y., Spon & Chamberlain \$6; \$10.50

Moresby, Louis, pseud. [Mrs. Lily Moresby Adams Beck] [E. Barrington, L. Moresby, pseud.]

Captain Java. 368p. D '28 c.'26, '28 Garden City, N. Y., Doubleday, Doran \$2
Java, the daughter of a smuggler, runs away to the south seas with two elderly sea captains and there discovers strange adventure and love.

Ocker, William August, M.D.

Physical education for the second grade. 37p. diags. Q c. N. Y., A. S. Barnes \$1.40
Games and exercises with music.

Parker, H. M. D.

The Roman legions. 292p. Q '28 N. Y., Oxford \$5

Pearson, Edmund Lester

Studies in murder. 295p. (7p. bibl.) il., diags. O (Star ser.) [c.'24] Garden City, N. Y., Garden City Pub. Co. \$1

Pearson, Henry Carr, and Kirchwey, Mary Frederika

New essentials of English, higher grades, middle grades, lower grades; 3v. 528p.; 321p.; 276p. il. (pt. col.), diags. D [c. 20-'28] N. Y., Amer. B'k 96 c.; 80 c.; 72 c.

Perkins, Grace [Mrs. Fulton Oursler]

Angel child. 271p. D [c.'28] N. Y., Rae D. Henkle \$2
The hectic life of a stage child as written by herself.

Pippard, Alfred John Sutton

Strain energy methods of stress analysis. 156p. (bibl. footnotes) il., diags. O '28 N. Y., Longmans \$5
Prepared primarily for students of engineering.

Pohl, Elsa

Dance technique and rhythms; companion volume to A manual of dancing steps; music arranged by Carolyn Bergheim. 59p. Q c. N. Y., A. S. Barnes \$4

Poling, Daniel Alfred

The heretic. 233p. D c. Garden City, N. Y., Doubleday, Doran \$2
A young minister is allowed seven days in which to restore Christian morality to the bargemen of west side New York.

Price, Lucien, i. e. Junius Lucien

Winged sandals. 325p. il. O '28 c.'27, '28 Bost., Little, Brown \$3.50

Essays in appreciation of European backgrounds and culture written by a traveler.

Priestley, John Boynton

Too many people; and other reflections. 224p. D c. N. Y., Harper bds. \$2.50
Familiar essays on a variety of human subjects.

Reeve, J. Stanley

Foxhunting recollections; a journal of the Radnor hounds and other packs; introd. by Henry G. Vaughan. 320p. il. (col. front.) O c. Phil., Lippincott \$5

Mitchell, H. H., and others

A technical study of the maintenance and fattening of lambs and their utilization of a ration of alfalfa hay and corn. various p. (bibl. footnotes) O (Univ. of Ill. Agricultural Exp. Sta., bull. 314) '28 Urbana, Ill., Univ. of Ill., Agricultural Experiment Station pap. apply

Montague, J. F.

Modern treatment of hemorrhoids; 2nd rev. ed. 298p. (bibl.) il. O c. Phil., Lippincott \$5

Richardson, J. H.
The minimum wage. 256p. D '28 N. Y.,
Adelphi Co. \$2.50

Richardson, Norval
Mother of kings. 471p. il. O c. N. Y.,
Scribner \$5
The story of Letizia Bonaparte, mother of Napoleon, from whom he received his greatest qualities.

Rickard, Mrs. Victor [Jessie Louisa Rickard]
Upstairs. 317p. D (Popular copyrights)
[n.d.] N. Y., Grosset 75 c.

Riding, Laura
Contemporaries and snobs. 255p. D '28
Garden City, N. Y., Doubleday, Doran bds. \$2
An analysis of the relations between poetry and society stressing the need for freedom for genuine poetry.

Riding, Laura, and Graves, Robert
A survey of modernist poetry. 295p. D '28
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Justification and explanation of modern poetry.

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[c.'28] N. Y., J. H. Sears \$3
A panorama of the California gold rush seen thru anecdotes and stories of famous forty-niners.

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Viking Press bds. \$2
A gay, mocking farce on modern American life, written by the author of "The Time of Man."

Robinson, William Josephus, M.D.
America's sex and marriage problems;
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475p. O c. N. Y., Eugenics Pub. Co. \$3

Rogers, Lillian
The shadow. 341p. D c. N. Y., Ives Wash-
burn \$2
How a girl's life and character were affected by her father's inexplicable coldness.

Roosevelt, Franklin Delano
The happy warrior, Alfred E. Smith; a
study of a public servant. 46p. Nar. D c.
Houghton 75 c.

Rourke, Constance Mayfield
Troupers of the gold coast, or, The rise of
Lotta Crabtree. 275p. il. O [c.'28] N. Y.,
Harcourt \$3.50
The story of the foremost comedy actress of the '70's and '80's who began her career in a gold-miner's camp.

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The engineer; his work and his education.
203p. (bibls.) il., diagrs. D (engineering ser.)
[c.'28] Bost., Ginn \$1.40

Sadler, William Samuel, M.D.
The truth about mind cure. 206p. D c.
Chic., McClurg \$2

Schneller, Frederic Andrews, and Hamilton, Raymond V.
Advertising for the high school journalist; ed. by
Frederick J. Lazell. 64p. il. diagrs. D [c.'28]
Iowa City, Ia., Clio Press apply
Seefurth, Nathaniel Henry
Completing life's plans; a practical statement of

Schnitzler, Arthur

Theresa; the chronicle of a woman's life;
tr. by William A. Drake. 460p. D c. N. Y.,
Simon & Schuster \$2.50
A marked courage helps Theresa face continual struggle. The first full-length novel by this author in twenty years.

See, Henri

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M. M. Knight. D '28 N. Y., Adelphi Co. \$3

Modern capitalism; its origin and evolu-
tion; tr. by H. B. Vanderblue and Georges
Doriot. D '28 N. Y., Adelphi Co. \$3.50

Shannon, Monica

Eyes for the dark. 321p. il. (pt. col.) D c.
Garden City, N. Y., Doubleday, Doran \$2.50
Folk tales, for children, from the Sierra Nevada Mountains.

Shay, Frank, comp.

More pious friends and drunken compan-
ions; il. by John Held, Jr.; musical arrange-
ment by Helen Ramsey. 190p. O [c.'28] N.
Y., Macaulay bds. \$2.50
Songs and ballads of conviviality in the same vein as its predecessor.

Sherman, James Woodward

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Little, Brown \$1.50

A quart of moonlight sent down to Earth by the Man in the Moon discovers, after several curious experiences, why people of the earth become moon-struck.

Sienkiewicz, Henryk

The deluge; an historical novel of Poland,
Sweden and Russia; tr. by Jeremiah Curtin;
2 v. 603p.; 673p. map O (Zagloba ed.) '28 c.
'91-'26 Bost., Little, Brown \$6

Pan Michael; an historical novel of Poland,
the Ukraine and Turkey; tr. by Jeremiah
Curtin. 543p. O (Zagloba ed.) '28 c. '93-'21
Bost., Little, Brown \$3

"Quo Vadis"; a narrative of the time of
Nero; tr. by Jeremiah Curtin. 541p. O (Za-
globa ed.) '28 c. '96-'27 Bost., Little, Brown \$3

With fire and sword; an historical novel of
Poland and Russia; tr. by Jeremiah Curtin.
801p. O (Zagloba ed.) '28 c. '90-'26 Bost., Lit-
tle, Brown \$3

A new unabridged edition of the author's most popular books: "With Fire and Sword," "The Deluge," "Pan Michael," "Quo Vadis."

Slack, Elvira J., comp.

Christ in the poetry of today; an anthology
of American verse; from an anthology origi-
nated by Martha Foote Crow. 287p. D [c.'17-
'28] N. Y., Womans Press bds. \$2.50

Smith, D. Nichol

Shakespeare in the eighteenth century. 100p.
D '28 N. Y., Oxford \$2

the problems of estate settlement. 62p. O [c.'28]
Chic., W. B. Conkey, 410 S. Michigan Ave. apply
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The nursery school as a social experiment. 38p.
O (Inst. for Co-ord. of Women's Interests, pub'n 4)
'28 Northampton, Mass., Smith College apply

Smith, Wallace

Tiger's mate. 362p. O c. N. Y., Putnam \$2.50

During a revolution in a small Latin republic, an American boy kidnaps "La Tigrecita," a girl destined to be the center of political and military intrigue.

Speakman, Harold

Once at Christmas; il. by the author. 43p. il. (col.) Sq. S [c.'28] N. Y., Abingdon bds. \$1

A soldier returning at Christmas-tide from the Holy War does not find at once what he seeks.

Steiner, W. H., and Chapman, J. M.

Investment trusts. '28 N. Y., Adelphi Co. \$3

Stephen, Sir Leslie

Hobbes; pocket ed. 243p. S (English men of letters) '28 N. Y., Macmillan \$1.25

Stewart, George Craig

Spanish summer [lim. ed.] 131p. il. D [c.'28] Milwaukee, Morehouse Pub. Co. \$5

A guide book to cities of ancient tradition in Spain illustrated by etchings made from the original plates of Jean June Myall.

Stoker, Bram

Dracula. 33p. D (Popular copyrights) [c.'97] N. Y., Grosset 75 c.

Storm, Lesley

Head in the wind. 379p. D c. N. Y., Harper \$2

Concerning the feelings and difficulties of the Lucas children after their father's second marriage, and particularly about Stephanie.

Strachey, Giles Lytton

Eminent Victorians. 360p. (bibls.) il. O (Star ser.) [n.d.] Garden City, N. Y., Garden City Pub. Co. \$1

Sturgis, Bertha Bement

Field book of birds of the Panama Canal zone. 505p. il. (pt. col.) map, diagr. nar. S (Putnam's nature field' b'ks.) c. N. Y., Putnam \$3.50

Tanner, J. R.

English constitutional conflicts of the seventeenth century. 325p. (bibl.) O '28 N. Y., Macmillan \$6

Tasker, Robert Joyce

Grimhaven. 241p. O '28 c. '27, '28 N. Y., Knopf \$3

A stern, realistic account of prison life by an author who, at twenty-five, is serving an indeterminate sentence in San Quentin Prison.

Thayer, Lee [Mrs. Emma Redington Lee Thayer]

Alias Dr. Ely; Peter Clancy's new imprisonment. 328p. D (Popular copyrights) [c.'26, '27] N. Y., Grosset 75 c.

Thiess, Frank

The devil's shadow. 427p. O '28 c. '24, '28 N. Y., Knopf \$3

The life of a young man in post-war Germany in a society without standards or morals, whose sole interests are money and women.

Tooke and Newmarch

History of prices; 4 v. '28 N. Y., Adelphi Co. \$30

Tough, D. L. W.

The last years of a frontier; a history of the borders during the reign of Elizabeth. 328p. il., maps, diagrs. O '28 N. Y., Oxford \$6

Tridon, Andre

Psychoanalysis and love. 343p. O (Star ser.) [c.'22] Garden City, N. Y., Garden City Pub. Co. \$4

Untermeyer, Louis

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Untermeyer, Louis, and others, eds.

New songs for new voices. 265p. il. Q N. Y., Harcourt \$5

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The world on one leg. 335p. il., map O c. N. Y., Putnam \$5

Seven years of a boy's life—from fourteen to twenty-one—of which the last two were spent earning his way around the world in face of the handicap of having only one foot.

Teit, James H.

The middle Columbia Salish. various p. (bibl. footnotes) O (Univ. of Wash. pub'ns in anthropology, v. 2, no. 4) '28 Seattle, Wash., Univ. of Wash. Press pap. 50 c.

Tobey, James Alner

A manual of tuberculosis legislation. 86p. O (Technical ser. no. 8) '28 N. Y., Nat'l Tuberculosis Ass'n apply

U. S. Dept. of Agriculture

Yearbook of agriculture 1927; ed. by Nelson Antrim Crawford. 1256p. (16p. bibl.) il. maps. diagrs. O '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. \$1.50

U. S. Dept. of Agriculture. Office of information. Radio service

U. S. Radio farm school. Farm economics; 3 v. various p. O '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 5 c. ea.

U. S. Dept. of Commerce. Advisory committee on zoning

A city planning primer. 22p. O '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

U. S. Federal Board for Vocational Educ.

Progress in foreman training; a study of the results of eleven leader-training conferences conducted by the Federal board for vocational education dur-

ing the years 1926 and 1927. 34p. O (Trade and industrial ser., bull. 127) '28 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Univ. of Ill. Dept. of Horticulture

The Long-row farm gardening form planting to storage. 20p. il. diagrs. O (Univ. of Ill. College of Agriculture experiment sta., circ. 325) [28] Urbana, Ill., Univ. of Ill. apply

Wells, Lena Clark

Big Brother Club tales. 89p. il. D [c.'28] Boston, Christopher Pub. House \$1.95

Wheelock, Mary E.

Paper: its history and development. 12p. O '28 Chic., Amer. Lib. Ass'n pap. 25 c.

Wilson, Guy Mitchell

One hundred percent accuracy in the fundamentals of arithmetic; addition: a teaching plan and drill service; preliminary and experimental ed. 48p. O '28 Lincoln, Neb., Univ. Pub. Co. apply

Work of the international labor organization. The 206p. (26p. bibl.) O (Studies of internat'l problems) c. N. Y., Nat'l Industrial Conference Bd. \$2.95

Wright, Quincy

The future of neutrality. 98p. (bibl. footnotes) D (Internat'l Conciliation, no. 242) '28 N. Y., Carnegie Endowment for Internat'l Peace pub. 25 c.

- Wayland, John Walter**
Whispers of the hills [verse]. 104p. S c.
New Market, Va., Henkel Press \$1
- Weber, Max**
General economics history; tr. by Frank
Knight. 400p. D '28 N. Y., Adelphi Co. \$3.50
- Weigall, Arthur**
Infidelity; being a veracious account of the
somewhat farcial "Pennyworth affair." 321p.
D c. N. Y., Brentano's \$2.50
How two young people manage to be married and
not married at the same time for the benefit of
their elders.
- Wentworth, Patricia [Mrs. G. F. Dillon]**
[Delta, pseud.]
The amazing chance. 313p. diagr. D (Pop-
ular copyrights) '27 c. [N. Y., Grosset 75 c.
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Y., Macmillan \$5
Character studies of our Presidents from Harrison
to Coolidge, all of whom the author knew personally,
together with some on contemporary political figures,
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Collected poems of Margaret Widdemer.
291p. D [c.'28] N. Y., Harcourt \$2.50
The poems, with a few additions, which have been
published in "Factories," "Old Road to Paradise,"
"Cross Currents," and "Ballads and Lyrics" are
here rearranged with notes by the author.
- Wieser, Friederich von**
Social economics. 500p. O '28 N. Y., Adel-
phi Co. \$5
- Williams, Marshall H.**
Investment trusts in America. 152p. D c.
N. Y., Macmillan \$1.50
A general analysis of the investment trust and its
development in the United States, including tables
of holdings of several large trusts during the past
few years.
- Williams, Sidney Clark**
The Drury club case. 318p. D (Popular
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- Willoughby, Barrett**
Gentlemen unafraid. 298p. il. O '28 c. '27 '28
N. Y., Putnam \$3.50
The heroic lives and achievements of six pioneers
of Alaska.
- Wilmore, A.**
South Lancashire. 170p. il., maps, diagrs. S
(Cambridge county handb'ks.) '28 N. Y.,
Macmillan \$1.25
- Wilson, N. R., and Warren, L. A. H.**
College algebra. 459p. S '28 N. Y., Ox-
ford \$2.08
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Vanishing men. 309p. D (Popular copy-
rights) '27 [N. Y. Grosset] 75 c.
- Wister, Owen**
The seven ages of Washington; a biog-
raphy. 274p. (bibl.) il. O (Star ser.) [c.'07]
Garden City, N. Y., Garden City Pub. Co. \$1
- Wodehouse, Pelham Grenville**
Money for nothing. 333p. D c. Garden
City, N. Y., Doubleday, Doran \$2
The diverting tale of the difficulties in the way
of becoming engaged in a small English town.
- Wolff, William Almon**
The trial of Mary Dugan; from the play by
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- Woodruff, Elizabeth**
Dickey Byrd. 146p. il. (pt. col.) Q [c.'28]
Springfield, Mass., M. Bradley \$3
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after fairies have made them come to life.
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Y., Macmillan \$1.50
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Crime on the continent. 316p. il. O '28
Bost., Little, Brown \$3
Ten spectacular European crimes, told in narra-
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Ashes; tr. by Helen Stankiewicz Zand; 2 v.
758p. A c. N. Y., Knopf bxd. \$6
An historical romance of Poland's part in the
Napoleonic wars centered in the figures of two young
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The Field of Old and Rare Books and Weekly Book Exchange

Current Rare Book Notes

Frederick M. Hopkins

THE first book sale of the season will be held by Stan. V. Henkels, in Philadelphia, October 9, afternoon and evening, when the autograph collection of David M. Newbold of Philadelphia, with additions, will be sold. This catalog lists 441 lots, including many fine letters of the presidents of the United States, signers of the Declaration of Independence, generals in the Revolution, War of 1812, and Civil War.

There are many letters of American historical interest, including some extraordinary Grant and Washington material. The literary autographs comprise many important letters, among them those of Burns, Conrad, Dickens, Eugene Field, James Whitcomb Riley, Swinburne, Tennyson, Thackeray, Whitman, and William Blake. Seldom does an opening sale of the season comprise so much rare and valuable material and collectors and dealers will find a great deal here to interest them that they cannot afford to overlook.

THE discovery at Princeton, in the collection of George Armour, by Professor Caroline Spurgeon, of London University, of a seven volume edition of Shakespeare which was once the dearest possession of John Keats, and which bears marginal comments that show how greatly the poet was influenced by the great dramatist, has caused a stir among Keats lovers on both sides of the Atlantic. Next month Professor Spurgeon will publish "Keats's Shakespeare: A Descriptive Study Based on New Material," in which she will set forth how a chance remark in Professor Henry Fairfield Osborn's drawing room, made when she was visiting in New York, led to the remarkable discovery. There appears to be general agreement that it will give a wonderful insight into the mind which was to create "Endymion." It not only indicates how much Keats was inspired by Shakespeare but incidentally how acutely he differed from Dr. Samuel Johnson, against one of whose footnotes he had contemptuously scrawled "Fool."

UNDER the name "The Pleiad" a series of volumes has been planned, to be printed by different presses on the Continent of Europe, under the direction of Frederic Warde. They are intended to make a strong appeal to the collector, especially the lover of fine typography. No more than four books appear in one year, and the edition in each case is strictly limited. The texts have been chosen with the double motive of literary interest and typographic opportunity. The second work, which has just appeared, is a collection of sonnets not to be found in the standard anthologies. It has been compiled by Robert Lynd, the well known English editor and essayist. In addition to little known examples by Rossetti, Spenser, Keats, Shakespeare, Milton, and other masters, there are many fine sonnets by unfamiliar writers. The title is "The Silver Book of Sonnets," and the contents deserve the fine setting Mr. Warde has given it. It is set in fifteenth century type, was printed in Haarlem, in crown quarto, with a binding in balloon linen. The edition is limited to 550 copies, 250 of which are for sale in America thru Harper.

M. L. PARRISH, collector, has just issued "A List of the Writings of Lewis Carroll in the Library at Dormy House, Pine Valley, New Jersey," in an edition of 66 copies in a quarto volume printed by William E. Rudge. The catalogs are bound in full levant morocco, and have for a frontispiece a photogravure of Rev. Charles L. Dodgson, and also a photograph of the collection as it stands in Mr. Parrish's library, with many illustrations of title pages, facsimiles of manuscripts, etc. The text is divided as follows: Part I works under the name of Lewis Carroll; Part II, those under the name of Charles L. Dodgson; Part III, those issued without signature; Part IV, Carrolliana. In a foreword Mr. Parrish tells of his experience as a collector. When a child in England he read Dickens's works, which his parents had bought for him in the original issues as they appeared. Years after these books had been read, with much wear from use, he had them rebound, to learn afterwards that in doing so he had made a great mistake. When he read "Alice in Wonderland" and "Through

the Looking Glass," he decided that he must have a copy of everything the author had written. He makes it a rule to collect only authors whom he likes, and altho he has not obtained everything that Lewis Carroll has written, he has nearly completed his task, and is continuing the quest.

THE fourth list of Random House, Inc., organized in 1927 to create and distribute books of typographic interest in America, has just been received. The response to the program of Random House has been prompt, enabling it to widen the scope of its activities, and it announces its hope to make connections with two of the leading Continental presses, making its field world-wide. The policy of the house is against the resale of its publications and sells its editions down to the last copies at the published prices. This list includes 44 titles, comprising Random House imprints, and the imprints of Crosby Gaige, Nonesuch Press, Peter Davies, James Tregaskis, Haslewood, Fleuron, Black Manikin, and Golden Cockerel.

TWO books of interest to collectors of the works of A. Edward Newton have just been published. Mr. Newton's latest book, "The Book Collecting Game," is issued in large paper and trade editions. "A Busted Bibliophile and His Books," by George H. Sargent, is an essay which appears in the *Boston Transcript* in March of this year, and has been published in an edition of 600 copies.

RAYMOND BARRINGTON BROWN, 324 West 96th Street, New York, is seeking material for a biography of Madame Jumel. He will be grateful to any one who will help him with information or who will tell him of any existing letters or documents concerning her. Any material entrusted to his care will be promptly returned to its owners.

EARL LESLIE GRIGGS, 14, Harrington Square, London, N. W.; writes: "I am preparing a census of the unpublished letters of Samuel Taylor Coleridge, with a view to later publication, and I should be very grateful for any information regarding the whereabouts of manuscript letters."

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no. 1.
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Biological Bulletin of the Marine Biolog. Labor.
Woods Hole. Vol. 34.
Lopez de Ayala. Poesias publ. Kuersteiner. Bib-
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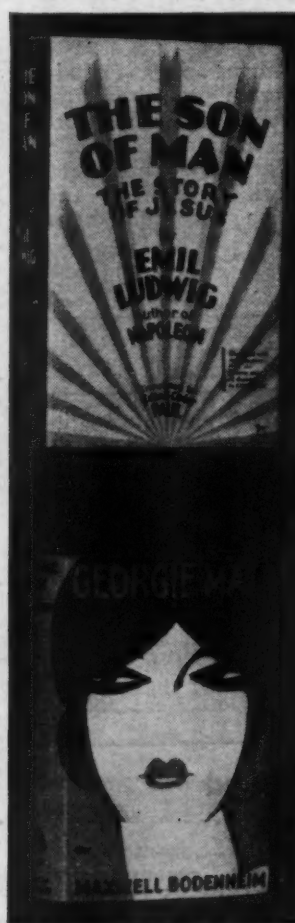
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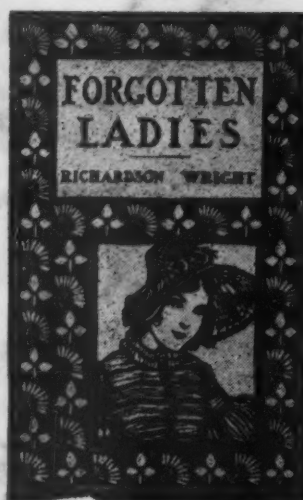
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